

June 1954

# house + home

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# State of homebuilding

- ▶ **Sales good, mortgage money plentiful as builders thrive on no-down-payment homes. Recession talk diminishes**
- ▶ **Spring brings small wave of labor pay boosts, but dipping materials prices and rising efficiency may keep costs level**

Homebuilding was booming into summer—unfettered and bullish. Builders and buyers, after a short siege of shock, had divined that there was still an FHA and were making use of eager mortgage money. The market for old houses was sticky in some spots, but there was no trouble with new developments. Sales of 50 to 60 homes over a week end were not uncommon. A development of 142 homes for \$15,400 apiece (near Philadelphia) sold out in two weeks' time for fall delivery.

New wage agreements between unions and contractors were pushing labor pay up, but increasing efficiency and dipping materials prices indicated costs were still on a broad plateau. BLS figures on wage rises showed little change during the first quarter: an advance of 0.3%, according to a survey of seven building trades in 85 cities, which was the same as for the corresponding period last year. Average wage scale April 1 was \$2.73 an hour. It was higher now—strike and nonstrike settlements had pushed contracts up about a dime an hour in many places—but it was still too soon to be sure how widespread union pay boosts were going to be.

Assistant Commerce Secretary Lothair Teetor stated last month that the economy was "just about ready for another advance." Pessimists, he said, "may well be caught out in the bright sunshine with their umbrellas and their overshoes on." Something of the same sentiment (more optimism than pessimism, anyway) was echoed by other experts—Secretary Humphrey, Economist Hauge, Budget Director Hughes, CEA's Arthur Burns.

There was less talk about plugging in the administration's public works reserve program, more about private plant expansion and modernization. Unemployment dropped 260,000 in April and although it was mostly a seasonal downturn it was still the first drop since last autumn. A strong point of agreement: keep construction of all kinds going to guard against economic slack.

## Cut in VA, FHA interest seen—perhaps by summer

In a year's time, mortgage money had come full cycle from scarce to abundant in nearly every corner of the nation.

Last month, easy money was bringing VA and FHA mortgages so close to a universal par (see table, p. 44) that experts began forecasting a cut in interest rates sometime this summer.

Economist Miles Colean gave the Mortgage Bankers Assn. this prophecy at its Denver conference: "I think that a 4½% rate will in a matter of weeks be a par for FHA and VA loans in most of the country. . . . If FHA and VA mortgages begin to sell at a premium over a considerable area—as seems possible by late summer—the agencies will be faced with pressure to drop the rate back to 4¼%. At the same time there will be pressure for instituting more liberal terms. I am certain that it will not be possible to yield to both pressures, since to do so successfully would require the existence of a much greater supply of mortgage funds than conceivably will be available."

Looking further into the future, Colean warned that if the "general economy" of the

country "should drag along sluggishly or continue to sink lower throughout the year, then mortgage activity probably would get a fairly marked setback toward the end of 1954 or early in 1955." So far, he noted, "the ponderous momentum of building activity" was greatly responsible for carrying the nation (and construction) through an eight-month business dip.

Lenders' push-out-the-cash attitude was reflected, at mid-May, by the unanimous report from mortgage bankers in ten major cities across the nation that there was "plenty of mortgage money." Said MBA President Will A. Clarke of Philadelphia: "That has been true for the last 60 days and there is no foreseeable possibility of change for the next six months." VA's no-down-payment terms were growing more and more popular. In Houston, Mortgage Banker John F. Austin Jr. estimated 85% of the area's guaranteed loans were 100% loans. Nationally, this was reflected in a tidal wave of VA applications—up to a total 42,928 for April, highest figure in 3½ years.

Many a thoughtful mortgage man was worried over the spread of the nothing-down (except closing costs) house. Said Byron T. Shutz of Kansas City: "I wish it wouldn't,

but there has been a considerable increase in no-down-payment loans here. I don't think it should be permitted because it will result in overbuilding both here and elsewhere." A former—and still highly influential—NAHB president agreed: "The nothing-down loan," he told HOUSE & HOME, "only leads people to buy more house than they can really afford. Moreover, it's inflationary."

If it guaranteed nothing else, the flood of money made a million-plus housing year certain—whether or not Congress passes a liberalized housing bill. But easier terms, if needed to fight recession, would be needed before Congress could get around to taking another look at housing.

## Taft-Hartley revision bill blocked by split interests

Administration hopes for revision of the Taft-Hartley Act this year were all but smothered April 7 as a solid bloc of Democratic votes in the Senate swept the measure back to committee for more study. Back of the recom-mittal vote (50 to 42) was an odd mixture of partisan politics, labor apprehensions and reluctance on both sides of the political aisle to risk a showdown on attempts to tack on a civil rights rider. Spokesmen for organized labor preferred to see no bill at all. They felt the odds were Congress would adopt amendments not asked by President Eisenhower to tighten instead of loosen the law. Homebuilders did not like the proposed revisions, either, fearing they would make it easier for AFL building unions to organize the nonunion half of housing. One provision in the Senate bill would remove the ban on secondary boycotts on a construction job. Another would allow employers and unions in construction (and others with intermittent or casual or temporary employment) to enter into prehire agreements requiring union membership within seven instead of 30 days. General contractors supported the amendments.

The Senate labor committee is unlikely to make further effort to rewrite the legislation this session. In the House, there is even less sentiment to amend the law.

## Rises of 10¢-19¢ for unions as strikes reach settlement

As wage-negotiation activity picked up around the country, a couple of long-term strikes ended and some new ones broke out in several areas. The settlements:

▶ Cook County plumbers (the Chicago area) obtained a 13¢ rise and quit a 55-day strike. The plumbers—about 2,500 were out at the strike's peak—signed a five-year contract for \$3.13 an hour and continued contribution by the contractor of 15¢ an hour to the union's pension fund and 9¢ an hour to the health and welfare fund.

▶ Five construction unions in central Ohio—some 3,800 workers—went to work with a 13-



month contract and an increase of 10¢ after a 27-day strike.

► After a short strike, 400 carpenters and 500 laborers in Greenwich, Conn. went back to work, carpenters with a 19¢ increase (to \$3.24) and laborers with a 10¢ increase (to \$2.22 and \$2.50).

On the other side of the scale, unions resorted to strikes in several areas in an effort to win demands. After four months, negotiations in the Bridgeport (Conn.) area, 3,000 carpenters, bricklayers, masons and plasterers and laborers failed to report to work. In Kearney, N. J., Congoleum-Nairn, Inc., had its first strike in 66 years of operation as members of the rubber, cork, linoleum and plastic workers union picketed for a 20¢ rise. In Suffolk County, Long Island, 1,500 union carpenters were on strike for a 30¢ rise and reduction of the work day to seven hours.

Complicated negotiations by the building trades in the Cleveland area had been partially resolved, but complete agreement was held up by a difference of opinion between the local building trades employers association and the homebuilders association. The union council, which had demanded 32½¢ at the start of bargaining, had been offered 12½¢ by the BTEA and had accepted. The homebuilders association (not a member of BTEA) had refused such a rise. Result: commercial jobs were going ahead, but an estimated \$45 million worth of new home construction in a four-county area had been shut down. The biggest project halted was the 400-suite, \$5-million expansion of the Cedar Apartments public housing job. Meantime, the AFL asbestos workers union had asked for an increase greater than 12½¢.

## Illinois jury indicts four on shakedown charges

A grand jury in East St. Louis, Ill. (across the Mississippi from St. Louis) returned indictments against four area AFL leaders last month on charges of violating the federal anti-racketeering law. The big boys were Evan Dale, 38, of Carbondale, Ill., president of the Southern Illinois District Council of laborers and hodcarriers, and his buddy, James Bate-

man of Murphysboro,



DALE

million dollars from Ebasco Services, Inc., a New York engineering and construction firm, and Electric Energy, Inc., for labor peace during construction of the latter's new power plant in Joppa, Ill. Dale is head man of a four-local pool established by the laborers

union to supply workers for the Joppa project, the TVA plant and the Paducah atomic project, also recruits and controls homebuilding labor in the area.

Construction of the \$160-million Joppa plant has been delayed by close to 40 work stoppages in the last two years. The original contractor was forced to give up the job because of delays and mounting costs. Dale and Bateman were charged with offering labor peace to three officials of the two companies for a total \$1,030,000. The offers were rejected. It is charged that in their extortion attempt they obstructed and interfered with interstate commerce. Soucie and Rhodes faced similar charges of shakedown and interference with interstate commerce on a railroad construc-

## Chicago Housing Authority told that Negro tenant in Trumbull Park was 'ill-planned'

Ever since last August, when Donald Howard, 25, his wife and two small children moved in, Chicago's Trumbull Park public housing project had been the scene of the most protracted race rioting in Chicago's history. Despite massive, round-the-clock police protection, mobs tried to rush the Howard's apartment, smashed their windows 15 times and caused \$200,000 damage in the area. Howard, a former mail carrier recently working for his brother-in-law's interior decorating firm, is a Negro. He was the first to move into the 462-unit project in Chicago's racially tense South Side. At times, as many as 1,000 cops were on hand to control the mobs. Lately, the detail had been cut to about 70 policemen per shift. Protecting the Howards—and ten other Negro families who moved in later—had cost the city between \$2 and \$3 million in salaries.

Last month, at police urging, Howard moved to a five room flat in a transition neighborhood. Said Howard: "We suffered. . . I thought that we had sacrificed too much." Police hoped for an end to the riots, but one housing official said skeptically: "I feel it's 'one down, ten to go'."

Ironically enough, after letting Howard in, the Chicago Housing Authority accused him of falsifying his family income (by not reporting his wife's \$55 a week as a telephone operator) and won a suit to evict him. Howard appealed, but the point is probably now moot. In January, a mayor's committee which looked into the case reported Howard's admission was "due to an error." While urging that public housing projects be racially integrated, the committee warned: "Administrative procedures of the Chicago Housing Authority [must be] so organized as not to allow such an ill-planned or unplanned move-in as touched [off] the Trumbull Homes disturbances." Among steps needed, said the study committee, were 1) a big "information and education program" before Negroes move into

tion job to a power plant near Danville.

The East St. Louis jury is separate from the grand jury in St. Louis proper which indicted 16 building union leaders, including Paul H. Hulan, who was subsequently sentenced to 12 years in prison (AF, Feb., '54, News). The juries are both after the same kind of evidence, however, and it is notable that Dale is one of the 16 indicted by the first jury. Last month came further news: the investigation will be pushed to 39 more counties in Illinois, chiefly in the central and western parts of the state. US attorney John B. Stoddard Jr. of Springfield said he had obtained "voluminous" reports of alleged racketeering in that area stemming from investigation by the jury sitting in East St. Louis.

white neighborhoods, 2) stronger enforcement of building and zoning laws in transition neighborhoods, and 3) assurances from lenders that "normal credit resources" will not be withdrawn from transition neighborhoods "as long as property was well maintained."

The housing segregation battle elsewhere:

► In Sacramento, Calif. the Natl. Assn. for the Advancement of Colored People charged in a suit that the Sacramento realty board and most of the city's big realty firms were violating the law by secretly agreeing to refuse to sell homes in new subdivisions to Negroes. NAACP attorneys called this the first suit of its kind. It developed when Oliver A. Ming, an employee at the Air Force's McClellan Field, allegedly was refused a home in a new subdivision because of his race.

► The Philadelphia Commission on Human Relations, after a survey made by the Philadelphia Housing Assn., announced that 88% of the city's Negro families and 22% of its white families live in blocks where there is "some" racial integration. In 27% of the city's 13,085 blocks Negro and white families live side by side. In the 1940-'50 census decade, home ownership among Philadelphia Negroes rose 340% (compared with 57% among whites) although less than 1% of the new housing since 1946 was sold or rented to Negroes.

► In Washington, D. C. Col. Campbell C. Johnson, president of the Washington Housing Assn., told a meeting that unless integration proceeds in the suburbs as well as in the city, Washington may become largely a Negro city.

► In a Los Angeles talk, W. Miller Barbour, western field director of the National Urban League, asserted many western cities were repeating "the blunders committed 100 years ago by eastern cities" in an "apathetic approach to minority-group problems which tends to encourage slum development."





**FLAT-TOP TEMPOS** at Vallejo, Calif. were built during war for Navy shipyard workers. The first 400 units of this project went on sale for removal to more rural parts of California in April. The boy in the foreground, who has spent all his nine years there, asked HOUSE & HOME's photographer: "Why are you taking pictures of these houses, mister? They're no good."

## Temporary housing: a wartime hangover creates headache for PHA, blight for cities

In the rush days of World War II, when millions of new workers and servicemen poured into plants and posts, the nation needed housing—any kind of housing—and needed it fast. To help meet the crisis, Congress in 1940 passed the Lanham Act, appropriating \$1.7 billion and providing for 626,728 units of public war housing. Some were to be "permanent" units, but close to 70% had to go under the heading of "temporary" housing, quickly built to substandard specifications and intended for a maximum occupancy of two to five years.

Today, 10 to 14 years after they were put up, 100,000-odd of these "tempos" are still standing. Bleak, worn-out boxes, they linger on, occupied by low-income veterans, minority groups, migrant laborers.

What is being done to get rid of them? In San Francisco's bay area, where there are 35,500 still in operation—the nation's biggest single concentration—many demountable tempos are being sold at bargain prices and trucked away for re-erection in rural counties where there are no building or zoning laws to stop them. Many of these have turned up in towns already fighting their own slum problems and have made anti-blight programs and orderly city development more difficult. The same thing has happened elsewhere, although PHA is now requiring destruction of an increasing number of the worst tempos.

**Disposition dilemma.** The government is in an awkward position: "damned if it does and damned if it doesn't." If it sells tempos for scrap only, PHA is accused (especially by Congress) of not recovering enough of the taxpayers' money. Yet if it sells them intact, so they can be transplanted, the federal authorities are criticized locally for aiding in the creation of new slums. Moreover, disposal is often complicated by politics or pressure groups who like the under-the-market rents and by military officials who want to keep the units open to provide cheap housing for their low-paid personnel.

In California, most 10-to-12-year-old projects have been specifically designated "blighted areas" by the state. One buyer purchased 171 demountables from Richmond's Harbor Gate project, is setting them up as permanent rental housing near the bustling Travis Air Force Base. In these units state housing officials note five violations of the city building code, two violations of the state housing act. A PHA official described them as "basically excellent dwellings." But state men complain that joists are rotting, plywood floors and siding are badly deteriorated in some cases, that wiring has been cut and buyers plan to replace it later in violation of codes.

Early this year the Vallejo Housing Authority sold 532 units from its Chabot Terrace project to a San Francisco wrecking

Photos (except bottom): John Le Baron



**DEMOUNTABLE TEMPO**, after the buyer spent \$3,000 on new asbestos siding, hip roof, picture window, sits on watery meadow near Santa Rosa, Calif.—an area not governed by building regulations. It cost the owner \$500, will eventually sell for \$4,500. State inspectors claim the wall clearance is still too little for proper venting of the room heater.



**RE-ERECTED UNITS** at Stockton, Calif. look handsomer, but city officials assert substandard specifications mean new slums are being made.

company. When they started appearing by the dozen in Sonoma county, the county planning commission prepared a stop-gap ordinance to make them conform to minimum standards. The county board of supervisors was ready to adopt the emergency measure, and a permanent building code, too, when the agricultural interests started howling "creeping socialism" and "dictatorship" and killed both measures.

At the state level, officials say they have been unable to rally builders or real estate groups behind any sustained effort to stop sale of the demountables.

The Stockton city planning department is hopping mad: "These units will quickly deteriorate into slum dwellings, due 1) to their poor original construction and 2) to the complete lack of site development standards and controls. If located as private property, either inside or adjacent to the city, these substandard buildings will permanently obstruct orderly city development. The original law states one thing, the disposition orders

**PEELING PLYWOOD** shows on a two-family unit sold at Richmond's Harbor Gate project. Contractor who bought 171 of units painted siding, barged houses across the bay to Suisun for re-erection.



say another. Policy conflicts, blanket orders, no coordination with the communities concerned, lack of a recommended program for communities to relocate their displaced persons, apparent disregard of the ramifications of interjecting substandard units into the local physical pattern—all these things are basis of local objection. The federal order to sell these units intact is in complete opposition to the efforts being made in Stockton and in communities all over the nation to rehabilitate and redevelop slum areas. The cost to local governments and the eventual cost to the federal government in dealing with such units in slum clearance programs far outweighs the meager monetary return that can be realized from outright sale of temporary war housing units."

**Gathering momentum.** Elsewhere, the disposition program is picking up speed after the three-year freeze brought about by the Korean war:

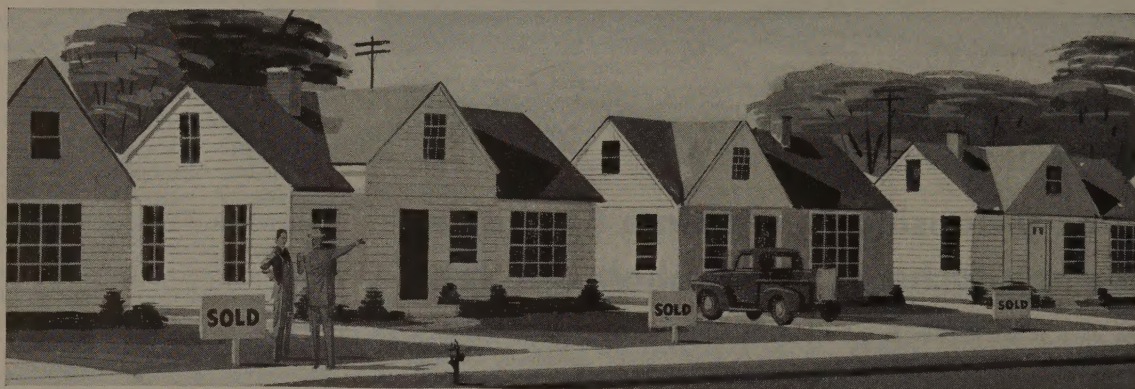
► Milwaukee is taking fresh steps to hasten removal of its remaining 741 units, which have been in use for seven years instead of the two originally contemplated. The city is closing up each unit as a family moves out, consolidating remaining families to allow disposal of empty buildings.

► Arlington, Va.: Rep. Joel Broyhill (R, Va.), Arlington homebuilder, has bought the last of Washington's wartime housing units, the 870-family Shirley Homes project, is demolish-



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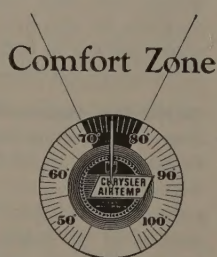
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ing them to make way for 1,000 garden apartments.

► **New Haven:** at the insistence of its new 37-year-old Mayor Richard Lee, has condemned as "firetraps" four projects of 281 units built in 1946 for five-year occupancy.

► **New York:** the PHA regional field office, covering disposition from Maine to Pennsylvania, has required complete demolition of all tempos to date, with the exception of Seabrook Farms, N.J. This project was erected and extensively remodeled to conform with high standards.

► **Los Angeles:** over a seven-month period all 2,421 families living in two temporary housing projects have been relocated without need for special new housing; the projects have been closed.

► **Dallas:** a year ago 250 units were sold intact without restrictions, have appeared as rental units and tourist courts outside the city. The remaining 1,400 now being sold must be completely broken down so they cannot be rebuilt elsewhere.

► **Chicago:** in this district PHA has been concentrating on sale of permanent units, has disposed of only 900 of its 17,300 tempos. All these have been dismantled and sold for building material. PHA has queried localities about their desires, will demolish the rest completely if requested.

PHA, pinched between Congress and local opinion, feels that what tempos have been erected lie mostly on sites too scattered to be potential slums. Says Clifford "Casey" Ireland, assistant to PHA Commissioner Charles Slusser: "We're trying to make this a matter

of cooperation with local communities. But we can't prevent what we can't foresee and somebody is always trying to make a fast buck. Even in some cases where tempos are completely torn down, people have been able to put them together again and outsmart us."

Ireland also points out, with justice, that communities which don't want substandard tempos have ample means of preventing them. The mayor of a southern California city but-tonholed Slusser not long ago while the commissioner was on a swing around the country, complained that tempos were blighting the fringes of his pleasant residential areas. "You have to attach water lines, sewers to these units," Slusser told him. "You license these as a matter of course. You can control it if you want to." Ireland says the mayor changed the subject.

## Chicago builders design tract house for temporary use as school

Bernard Klein

Few places in postwar America have had more serious school problems than Park Forest, Ill., where American Community Builders in five years has converted a prairie into a thriving city of 23,000 persons, 40% of whom are under 14 years old. To meet the problem, ACB's Nate Manilow and Phil Klutznick set up nonprofit corporations to build schools for the community, then leased the buildings to school districts at debt service cost. As the school districts' bonding power permits, these buildings are being purchased by the district from the nonprofit corporations or "school foundations" as Manilow terms them. Among the emergency measures taken at Park Forest to keep up with its rapidly swelling school population was the use of apartments in ACB rental row house units as temporary classrooms. A dozen of these apartment units are still in use as schools but are gradually being converted into dwelling units as school building progresses.

Last month, with Park Forest still expanding hand over fist, ACB came up with another emergency measure: adaptation of ten of their three-bedroom homes for use as schools. Each home, originally designed as a 1,300 sq. ft., bath-and-a-half, three-bedroom house, will contain two elementary school classrooms plus cloakroom and wash-room facilities. The classrooms will be small



EXTERIOR VIEW SHOWS DUAL-PURPOSE HOUSE-SCHOOL FINISHED OFF AS A HOUSE

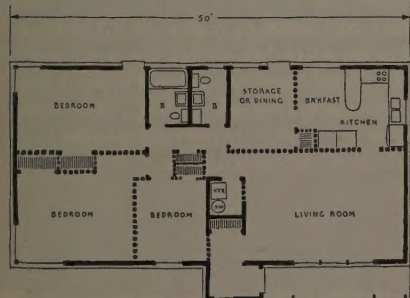
—500 sq. ft. instead of the conventional 800—but otherwise, their designers insist, they will be as bright and attractive as those in the best modern school.

**Financing at cost.** The ten "school-houses" will be constructed by a nonprofit corporation which is financing the project with conventional mortgages and with funds advanced directly by ACB. When completed, they will be rented to the school district (it happens to be 201-U) at actual debt service cost, computed on a 20-year, 4½% mortgage basis. When the district eventually gets adequate permanent school facilities (probably in three to four years), the nonprofit corporation will be at liberty to sell the "school-houses" to home buyers for conversion into residences. The corporation will have on its board of

directors representatives from ACB, from district 201-U and from the Park Forest community. Any profit the corporation might eventually gain from sale of the "school-houses" to home buyers has been pledged to 201-U.

ACB's treasurer, Edward L. Waterman, estimates that each school-house will cost approximately \$12,000 to build. This is raw cost, not counting land or a fee for Architect Joseph Goldman, ACB's vice president in charge of construction. On a classroom basis, the school-houses will cost about \$6,000 each. This compares with \$20,000 to \$24,000 per classroom for recent suburban school construction in the area. The great difference is partly explained by the smaller size of the school-house rooms, the absence of wasted corridor space, the absence of administration rooms, recreation rooms, gymnasiums, etc. It is partly explained, too, by the fact that these ten school-houses will be built by the same mass construction technique ACB uses on regular homes.

**Conversion for \$3,000.** The new school houses have been designed with a sharp eye to eventual conversion into homes. Window locations, plumbing and wiring have been planned accordingly (see floor plans, left). About the only thing that will need to be changed when the school district is through with the houses is the interior partitioning. Waterman estimates it will cost not more



**AS HOUSE,** unit would get added partitions (dotted lines) and kitchen.

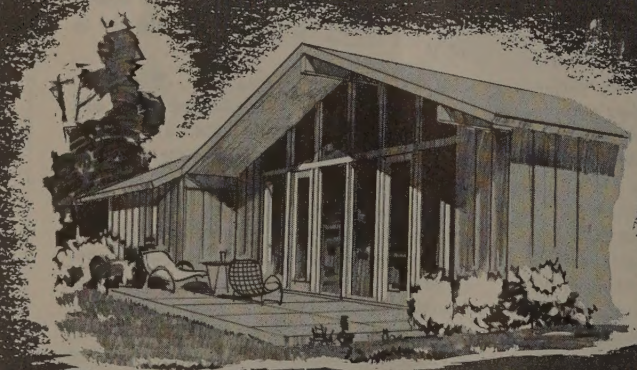


**AS SCHOOL,** unit is built with some partitions omitted, kitchen plumbing roughed in.



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## A close look at South Carolina reveals cozy tieup between ex-FHA chief, 608 operatives

than \$3,000 to convert a school into a home. With the original school-house costing \$12,000 and the conversion job another \$3,000, ACB will ultimately have their three-bedroom homes at a cost of \$15,000, not counting land. To have built the same house outright, Waterman estimates, would have cost between \$13,000 and \$14,000. (The home design model upon which the school-house design is based sold, with a 60' x 130' lot, for \$16,500.)

District 201-U plans to put between 20 and 25 pupils in each of the 500 sq. ft. classrooms. It is not certain whether all ten of the buildings (20 classrooms) will be needed for classroom purposes. If not, one house may be used as an administrative center, recreation room, or for some other school purpose. Not until fall enrollment shapes up will district 201-U be sure. And by that time, if present schedules are maintained, all ten buildings will be ready.

The ten houses are being built in a row, spaced so that eventually they may be broken up into 70' x 130' lots. At the back of the school houses there are ten acres of school district land which the district plans to equip as playground area.

### BOCA makes 95 changes in its basic building code

The new broad concept of urban renewal is making the work of building code officials across the nation heavier and more important than ever before.

In Philadelphia last month, at the 39th annual convention of the Building Officials Conference of America, James W. Follin, head of HHFA's slum clearance and urban redevelopment division, took note of this trend and some beneficial results. These were beginning to appear in 200-odd cities now starting to conform with requirements for "workable" rehabilitation and code enforcement programs which the pending housing bill would make prerequisite to federal redevelopment or rehabilitation help. Reported Follin: "Some of these cities are adopting building, plumbing and electrical codes for the first time and are creating building departments. Many others are revising and modernizing old building regulations. . . ."

**Code changes.** Only one of 95 proposed changes in the basic and abridged BOCA codes caused much debate before its adoption. This authorized the use of "reinforced thermosetting plastics" in some kinds of glazing, siding and roofing without being subject to the basic code's requirements covering structural characteristics, protection of wall openings and fire resistance. (Approval for the use of other plastics, subject to these requirements, was voted a year ago.) The code officially defined the newly-approved specific-use product as follows: "A thermosetting plastic reinforced with a glass fiber mat having not less than one and one-half ounces of glass fiber per square foot." BOCA President Arthur J. Benline was re-elected.

*HOUSE & HOME is no apologist for abuses in FHA. As we said last month, FHA is the best thing that ever happened to the US homebuilding industry. By and large, with rare exceptions, it is staffed with devoted public servants, many of whom work for less than they could earn in private business. Yet there are cases where the operations of FHA have been open to grave question.*

*Lest anyone think HOUSE & HOME would sweep any of FHA's shortcomings under the rug, here are the facts about some of what went on under Sec. 608 in South Carolina. As a matter of fact, this magazine pointed out as long ago as July '51 that there was so much smoke arising from FHA operations in South Carolina that "it seemed more than likely Congressional investigators would find quite a fire there, too." Congress still has not got around to looking into the matter.*

*Most of what follows below—in small type for the record—has never before been published anywhere. None of it, when this was written, had been aired in either of the two Senate investigations of FHA.*

In Dec. '51, Richard Nixon, then a senator, asked FHA if it ever had investigated "the purported associations between Leonard D. Long [South Carolina's biggest builder] and Herman E. Bailey, South Carolina FHA director?" In reply, Deputy FHA Chief Walter Greene wrote Nixon: "I can assure you that we have no such evidence." About two months later, however, FHA quietly "accepted" Bailey's resignation after 17½ years in office. Since then, the stories that used to circulate through the industry about FHA's South Carolina operation have dwindled.

Last month, it was not yet clear whether HHFA or Dept. of Justice investigators had their eyes on South Carolina, in particular on how the Sec. 608 program operated there under "Judge" Bailey's regime—all of it under Democratic administrations. Meanwhile HOUSE & HOME conducted an investigation of its own in South Carolina. It turned up the following facts:

1. "Judge" Bailey made a 300% profit out of an involved stock transaction in a fire insurance company whose president also headed one of the state's largest FHA-approved lending institutions.

2. "Judge" Bailey mortgaged his beach house on the Isle of Palms, near Charleston, S. C., for \$12,500 to a wholesale liquor distributor who 1) had received a \$100,000 FHA commitment and 2) was a member of the Democratic "Thousand Dollar Club" (contributing that sum to the 1948 presidential campaign).

3. J. C. Long, the largest builder in South Carolina, had entered into a private agreement with a contractor to construct a 608 apartment house for \$400,000 less than the commitment, although they both signed FHA forms asserting that the cost of construction was to be above the amount of the commitment.

4. The same J. C. Long sponsored a now-forged 608 project in Orangeburg, S. C. and conducted the land transactions in such a way that any future buyer of the apartment house may be forced to buy from Long a lot valued at \$25,000.

5. The same "friends and neighbors" concept of South Carolina housing that seemed to prevail at H-bomb plant housing prevailed in the earlier 608 program. One lawyer, by his own estimate, closed somewhere "between 40 and 50" of the 89 Sec. 608 projects built in the state; one architect designed and supervised "about 50" of them. One bank made a majority of the construction loans. And a majority of the mortgage brokerage was done by two firms. Because FHA records have been impounded, exact figures are impossible to obtain.

"Judge" Bailey profited from the insurance company stock in an involved series of transactions. His son, Herman Bailey Jr., appears on the records of the Metropolitan Mortgage Co., Columbia, S. C. as an original subscriber at \$8,000. Metropolitan, formed July 31, '47, when Bailey Sr. was state FHA director, was absorbed by Great Southern Insurance Co., also of Columbia, on Jan. 31, '50, and Bailey Jr. was given 40% of the stock of the new company for his interest in Metropolitan.

**Only stockholders.** The sole stockholders in Great Southern at the time it was formed were Bailey Jr., 40%; Bonner Baxter, a former state FHA employee, 20%; and C. W. Haynes, 40%. Haynes is and was president of Great Southern, and also is and was president of C. W. Haynes & Co., an FHA-approved lending institution which acted as broker for many 608 projects.

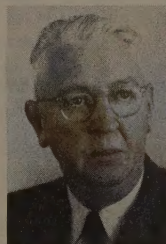
The senior Bailey resigned as state FHA director on Feb. 29, '52 and the stock held in his son's name was transferred to him on Dec. 17, '52. On Oct. 1, '53, the other stockholders paid Bailey Sr. \$25,000 for his entire holding in Great Southern.

Bailey's comment on his interest in Great Southern is somewhat contradictory. He insisted, in a recent interview, that "I had a lot of money, made from fees while I was probate judge of Anderson County, before I ever went into FHA." He also said: "Any official of FHA can own stock in any approved mortgagee, and there's not a thing wrong with it. I made an affidavit on it to the FBI, and they couldn't find anything wrong with it."

The relatively pretentious beach house Bailey owns at the Isle of Palms has long been a subject of speculation. "I know that," Bailey said. "Why, even Drew Pearson called me about it. Anybody that wants to look will find that it's mortgaged."

Research in Charleston shows that the house was built by J. C. Long, also promoter of the Isle of Palms. The mortgage, taken on Aug. 15, '49, is held by Vincent Chicco, according to records in the Charleston county courthouse. It is for \$12,500 to be paid in 15 installments at 4% interest and, by the record, will end on Aug. '64. Chicco is, according to clippings from the Charleston News & Courier, sponsor with J. C. Long of the Chicco apartments in downtown Charleston, for which they received a \$100,000 FHA commitment. On Dec. 4, '44, a news item identified him, along with J. C. Long and his brother, L. D. Long, as being three members of the "South Carolina One Thousand Club," of the Democratic Party.

**Deal with a contractor.** The details of J. C. Long's agreements with a Charleston contractor, Skinner & Ruddock, Inc., are disclosed in the records of a \$1 million lawsuit, Savannah River (continued on p. 91)



BAILEY



# HOUSING STATISTICS:

## VA appraisal requests, spurred by easy mortgage money, reach 3½-year peak

VA appraisal requests for proposed homes soared to a 3½-year high of 42,928 units in April. This record exceeded last April's total by 95%, and had been topped only in Oct. '50, when applications were filed for 91,900 units in a historic stampede to beat the deadline for Reg. X. The March-to-April rise in VA activity was a healthier-than-seasonal 18%. It was good evidence of the rising availability of "nothing down" which is the first to dry up when credit tightens.

April also marked the first time this year that private house-building ran ahead (1.5%) of the corresponding month in 1953. Final revisions of 1953 housing starts set total housing volume at 1,103,800 units, of which 1,068,300 were private and 35,500 public. New private residential building for the year thus came within 200 units of 1952, no competition for 1950's whopping 1,352,200 units.

BLS' index of wholesale building materials prices exhibited continued stability, slipping back one tenth of a point to 119.2 in April. Market conditions in fir lumber, plywood and pine were artificial due to threats, then postponements, of strikes. Mill price for index grade Douglas fir plywood regained its March loss, stabilized at \$80 MSF for early June shipment. Average lumber price was \$64 MSF, and as high as \$67 in some instances.

## MORTGAGE LENDING ACTIVITY

(Investments in millions of dollars in nonfarm mortgages of \$20,000 or less by various types of lenders)

	S&L assns.	Ins. cos.	Comm. banks	Mutual savings banks	All others	TOTAL
1953						
January	476	111	278	92	441	1,400
February	503	109	268	84	424	1,391
March	605	126	316	92	488	1,627
Total	1,584	346	862	268	1,353	4,418
1954						
January	467	108	263	85	449	1,372
February	517	105	274	85	444	1,425
March	666	124	335	103	556	1,784
Total	1,650	337	872	273	1,449	4,581
Change 3 months						
1953 to 54	+4.2%	-2.6%	+1.2%	+1.8%	+7.1%	+3.7%

Source: Federal Home Loan Bank Board

## MORTGAGE MARKET QUOTATIONS

(Originations quoted at net cost, secondary market sales quoted with servicing by seller)  
As reported to House & Home the week ending April 16

City	FHA 4½'s		VA 4½'s		FHA 4¼'s	VA 4's
	Origination	Secondary	Origination	Secondary		
Boston: local	par-101	a	par-101	a	a	a
Out-of-state	a	99-par	a	98-99	a	95
Chicago	97-97½	98-99	97-97½	98-99	a	a
Denver	99-par	99-par	99-par	99-par	a	a
Detroit	98-99	a	98-99	a	a	a
Houston	99	par	97½-99	98-99	a	95-95½
Kansas City	97-par	98½-par	96-99	97-par	a	a
Los Angeles	97½-99	99-par	96½-99	96½-98	97-98	92½-94
New York	99½-par	99½	99½-par	99½	a	a
Philadelphia	par	par	99-par	99-par	a	a
Portland, Ore.*	99-par	99-par	99	99	a	a
San Francisco	par	par	97-par	97-par	a	a

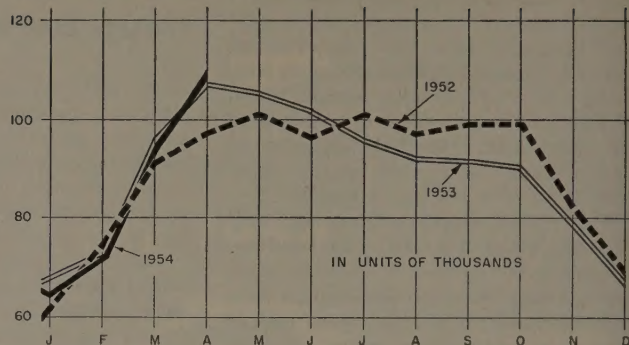
\* No market.

\* Also indicative of rest of Pacific Northwest.

SOURCES: Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Murray Wolbach Jr., vice pres., Draper & Kramer, Inc.; Denver, C. A. Bacon, vice pres., The Title Guaranty Co.; Detroit, Robert H. Pease, pres., Detroit Mortgage & Realty Co.; Houston, John F. Austin Jr., pres., T. J. Bettes Co.; Kansas City, Byron T. Shutz, pres., Herbert V. Jones & Co.; Los

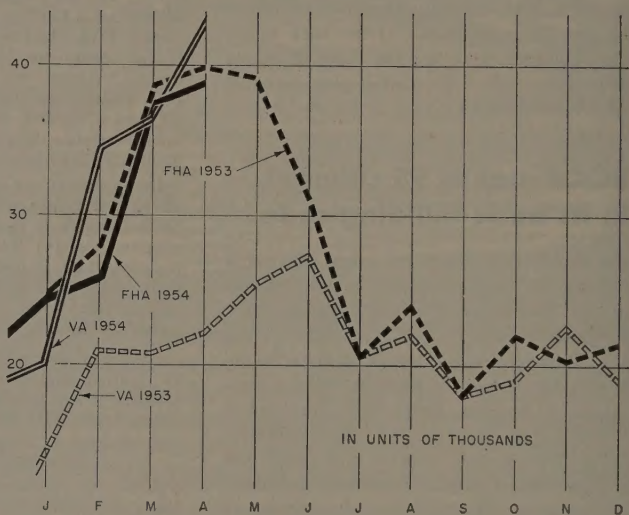
Angeles, John D. Engle, pres., Insurance Funds Mortgage Co.; New York, Hugo Steiner, Berkeley-Stelner Inc.; Philadelphia, Lawrence Stabler, vice pres., W. A. Clarke Mortgage Co.; Portland, Franklin W. White, pres., Securities, Inc.; San Francisco, William Marcus, senior vice pres., American Trust Co.

## PRIVATE HOUSING STARTS



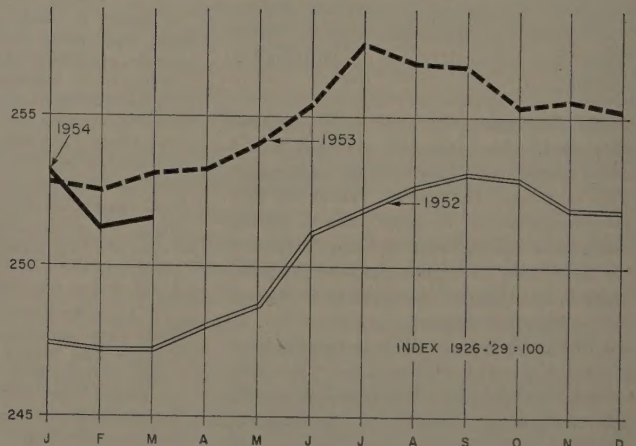
Private nonfarm starts rose to a springtime height of 109,100 units in April, compared with 107,400 last year. For the first third of the year, 1954 private housing activity was only 1% behind 1953 (341,400 vs. 345,500 units).

## FHA AND VA APPLICATIONS



April FHA insurance applications climbed to 38,860 new dwelling units, compared with 37,335 a month earlier, and 31,450 a year ago. VA appraisal requests on proposed homes totaled 42,928 units in April, substantially higher than 1953, when the tally was 22,037.

## RESIDENTIAL BUILDING COSTS



E. H. Boeckh & Associates' index of residential construction costs for March was 251.6, a whisper above the March reading of 251.2, the lowest since June '52.



# Slum cleanup leads to murder

**Inspector shot in Texas; New York tackles "slumlords" and tenants; New Orleans owner says rehabilitation pays**

Six weeks ago a 71-year-old landlord in Houston, Tex. fired a .12-gauge shotgun at three sanitation inspectors tacking unfit-for-occupancy placards on his houses, killed one and wounded the other two. "I am very sorry that I had to shoot these men but I am glad I done it and if I had to I would do it again," Oscar McCarley told police. "They are trying to rob me of my life's earnings."

What the inspectors were in fact trying to do was to get McCarley to improve the condition of his ten double-decker houses. ("The walls and floors are only a single layer of wood," commented one inspector, "and the plumbing is a conglomeration of bad dreams.") The Houston city council passed an ordinance last November authorizing the health department to tag buildings that had been inspected and found unfit and then give the owners 45 days to fix things up. If they failed to do so, the department could order the tenants out. The new legislation was aimed chiefly at the city's big slum areas, but red tape had delayed its application there. The inspectors picked McCarley, long a thorn in their side, for a test case. He was being held in the county jail, without bond, on a charge of murder and two charges of assault to murder. Trial was set for June 7.

**Arm of the law.** The McCarley incident was illustrative more of the temper of Texas than of any sudden or widespread landlord reaction to rehabilitation legislation. Such violence, experts agreed, could not have occurred in the Midwest or East. Disreputable landlords in these areas may have felt the hot breath of law enforcement—indeed, in some cities they were feeling it—but if they were in the mood to shoot anybody they were keeping quiet about it. Court action, or the threat of court action, was one of two increasingly important factors in the rehabilitation drive. The other was a long overdue appreciation and utilization of a key man in any official fight-blight program—the housing inspector.

New York, a Johnny-come-lately among cities moving against profiteers in slum misery, put more steam behind its campaign. There were more summonses to the magistrate's court and more rent-cut enforcement (50% in some cases) by the State Rent Commission against landlords who failed to make called-for repairs during a seven-day grace period. The city's recently completed block-by-block inspection experiment of close to 2,500 buildings (a basic procedure, of course, in any rehabilitation drive) was judged a success and City Administrator Luther H. Gulick recommended that it be continued permanently. One typical effect: the first day of the experiment 69% of the "test" buildings had violations; eight days later, as news spread in the area that the inspectors were on their way, the score for the day dropped to 23%.

**Sauce for the tenant.** Bernice P. Rogers, newly arrived assistant commissioner of the housing and building department, who shows signs of becoming a catalytic influence on the city's antiblight drive, drew applause at a local realtors' lunch last month with announcement that landlords were not the only black sheep in the business. The new angle: handing summonses to tenants for violations of the Multiple Dwelling Law. Commissioner

James Connaughton



MRS. ROGERS

was still directed toward derelict owners: "We're fishing now [for landlords] and we're not fishing for the occasional offender, but for the man whose whole philosophy is to gouge all the money he can. We're convinced that if we get some of these really bad operators it will be of benefit to you because the caricature will not harm all of you."

Chief Magistrate John M. Murtagh, who set up a special housing division of Municipal Court recently, urged that the financial structure of slum buildings weighted down with mortgages be reorganized so that total mortgages do not exceed 50% of the value of the property. "When the ownership is encumbered with three or four layers of mortgages," he said, "the so-called owner has little incentive to maintain the property in a decent state of repair. Such financing is manifestly predicated on the assumption that the property is not to be maintained in accordance with law or human decency." Magistrate Murtagh was moved to this suggestion in a Saturday session during which he heard testimony from a landlord facing 40 charges of violations in 26 buildings. It was discovered that there were as many as six mortgages on some of the properties.

Another item: the city council doomed old-fashioned rooming houses by passing a bill to prohibit future conversion of apartments and homes to so-called "single room occupancy." Local realtors saw passage of the bill as "indication that the city means business."

**Making it pay.** The fact that improvement of property can be good business has been proved by a New Orleans attorney who is not only the city's biggest owner of blighted property but also one of the loudest and most convincing voices in its drive for rehabilitation. Label Katz, 33, is as close to the situation as a man can be. On the death of his



KATZ

father (who was convinced when he was 15 that real estate was the best investment in America and made two fortunes in it), Katz and his two sisters fell heir to 1,000 low-rent housing units. Katz says that his father had been rehabilitation-conscious, but that he was delayed in putting the properties into good shape by the war. Consequently he and his sisters were shocked to find that more than a third of the dwellings lacked toilets and bathtubs and could not measure up to minimum standards. Even before NAHB's Yates Cook arrived and sold the Baltimore Plan to New Orleans (see p. 47), Katz had launched a campaign to fix his homes. At last count, 200 had been put in shape; the other 150 were to be done within two years. "There is a personal satisfaction in improving property," said Katz recently, "but in addition, it is good business. I have found that when a property is rehabilitated, the potential sale value increases more than the cost of the improvements. Beyond that, it has been my experience that rents can be increased to the point where the additional annual return is 10 to 11% of the amount spent on rehabilitation. Tenants have generally told me that they are happy to pay the increased rent—we don't jump it too much—in return for better living conditions." An important factor in Katz's success: he has his own organization of carpenters, plumbers and electricians, will tackle jobs that other contractors might shy away from.

**Out of the salt mines.** Cincinnati was not going in heavily for summonses, but it was getting places through a stepped-up inspection program. With the addition of ten inspectors to the department of buildings staff (bringing the total force to 17), over 49,000 inspections were made last year and 2,829 orders for repair issued. One project: a narrow strip of bottom land between the Ohio River and the hills, where 1,731 dwellings were inspected and three out of four found wanting. Two thirds of the orders issued have been complied with, at an average cost of \$521 per building, amounting to something less than half a million dollars for the area. Said Supervising Inspector Donald F. Hunter: "We noticed that as soon as the original resentment at our intrusion died down, the people quickly realized the benefits of our inspection program and many of them exceeded our fondest hopes. . . ."

Cincinnati was smart about its building in-





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spectors. The city was of course fortunate to be able to augment its staff (Milwaukee was still subsisting, for dwelling work, on two full-time men) but getting an appropriation was only half the battle. In Cincinnati, housing inspection comes under the jurisdiction of the commissioner of buildings, all inspectors are called building inspectors and must be able to double in brass—work both housing and construction jobs. “Some doubted that we would ever be able to do it,” said Hunter, speaking of efforts to recruit ten men who would be able to pass the double-barreled civil service examination. His answer: a course of in-training for the ten “students” screened from applicants. “We started from scratch,” said Hunter, “and based our program on the premise that these men knew absolutely nothing about the housing business, had never been in a tenement or blighted area and had never been able to stay awake for more than two or three pages of the building code.” The older men received refresher courses; Hunter ended up doing three hours’ homework before teaching a class. The supervisor’s opinion: “These men realize now that housing work is no longer an assignment in Siberia or a tour of duty in the salt mines, but an opportunity for service unparalleled in public employment.”

Other action in the struggle:

► NAREB’s Build America Better Council laid plans to sponsor state legislation to enable cities to wage war on slums. Specific aims: broadening of local powers to enforce housing codes; right of cities to finance streets, parks and schools in conservation areas; creation of a municipal conservation committee.

► With the New Jersey legislature extending its session to June 27, proponents of a state enabling law to help cities fight blight felt they had a chance to get results. The push was coming from Camden, where the *Courier-Post* (circ. 74,000) had been waging a front-page attack on blight almost daily since Yates Cook came through in March and fired civic enthusiasm. (He told Associate Editor Jane Stretch that Camden was the first city among 40 he had visited where the local paper had triggered the initial campaign for rehabilitation.) Cook and Camden’s John Di Mona, counsel for the Health Dept., spent most of one night trying to fashion a “perfect” anti-blight enabling act. The document, still being worked over by interested parties, will contain at least one basic idea: legislation to allow a municipality—if it so chooses—to force a homeowner to keep his home in good repair. This would be a revolutionary law for New Jersey, which has nothing of the sort now and where, say blight fighters, no city government would ever dare apply such a ruling without a state enabling act.

► The Arizona legislature passed a “slum clearance and redevelopment law” granting cities extensive powers for fighting blight, including provisions for bond issues and the power of eminent domain. Phoenix and Tucson would probably be the first to go to work.

## PEOPLE: John Root to oppose Clair Ditchy for AIA president; Yates Cook quits as NAHB rehabilitation chief

Often, AIA presidents have been re-elected without opposition to a second one-year term. Last month, AIA President **Clair W. Ditchy**, FAIA, of Detroit found his re-election would be contested. His opponent: **John W. Root**, FAIA, of Chicago, senior partner of the big architectural firm of Holabird & Root & Burgee and chairman since 1951 of AIA’s public relations committee, which has been trying to help architects cope better with one of their peskiest problems. Root was nominated by members of the Chicago, Cleveland, Dallas, Memphis, southern California and Utah AIA



ROOT



DITCHY

chapters. The election will be at AIA’s convention this month in Boston. Other contested offices: first vice president, **Howard Eichenbaum** of Little Rock vs. **Earl T. Heltschmidt** of Los Angeles; treasurer, **Leon Chatelain Jr.** of Washington, D. C. vs. **Edward L. Wilson** of Ft. Worth. Eichenbaum is also the lone nominee for second vice president. Most architects predict he will withdraw for one post by election time.

Chicago Building Commissioner **Roy T. Christiansen** resigned his \$12,996 job under fire after six-and-a-half years in office. Four days before the resignation, the *Chicago Daily News* had come up with a story that Christiansen was a partner in one of nine architectural firms drawing plans for the city’s parking garage program and was sharing in the firm’s profit. A city ordinance forbids any department employee from having outside employment. Christiansen stated two days later he would not resign, changed his mind under increasing demands from aldermen. **Richard Smykal**, deputy building commissioner, was scheduled to take over as acting department head.

**OPINIONS:** These intellects shed the following light on matters of moment to housing:

► Few people realize that the bricklayers’ union has rebuilt its ranks since World War II at a faster rate than any other construction trade. One out of every three brickmasons in the union today has been trained since the end of World War II.—**Harry C. Bates**, president of the AFL bricklayers, masons and plasterers union.

► “You artists ought to be appreciative of us designers and decorators. We have done more

for you than you think. Your pictures are selling quicker and in greater volume than ever before. Why? Because we designers and architects have made the American home so cold and bare and severe that the people must buy your paintings to put some beauty into their homes.”—Designer-decorator **Paul Laszlo** of Beverly Hills, in a talk to the Westwood Village Art Assn.

For a little over a year, **G. Yates Cook** had been rushing from city to city as head of NAHB’s new housing rehabilitation department, helping builders to develop ways and means of fighting urban blight. The results were encouraging: New Orleans, where Cook focused more of his efforts than anywhere else, was off to a good start on city-wide rehabilitation. Some other cities were tailing along behind: Memphis, Ft. Worth, Trenton, N.J. and Columbia, S.C.

But the pace was grueling and the attack scattered. In 14 months on the job, NAHB’s slum fighter figures he has traveled 55,000 mi., spoken in 41 cities to at least 290 meetings. At 44, Cook, who was the principal city official behind development of Baltimore’s block cleanup method of attacking slums, longed to turn again to carrying out an anti-blight program from top to bottom in one place.

Last month, a group of 14 top Washington businessmen gave Cook the opportunity he wanted. They announced formation of an interim citizens’ committee to mount a broad attack on urban ills. Staff director: Yates Cook, who will quit his NAHB post at the end of June, although he will remain on call to help the homebuilders put on more training schools for rehabilitation leaders akin to those held last September in New Orleans and last April in Trenton, N. J. The new organization will do much more than slum rehabilitation, stressed Publisher Philip Graham of the *Washington Post* and *Times-Herald* in announcing its formation. Said he: “Our central purpose is to try to support intelligent efforts to improve traffic, parking, housing and to meet other related problems which impede the city’s progress.”



COOK

**CONGRATULATIONS:** To Dean **William W. Wurster** of the University of California’s school of architecture, who was appointed a fellow of the Royal Academy of Fine Arts in Copenhagen for his “great contributions to architecture”; to **Ralph Rapson**, assistant professor of architecture at MIT, appointed head of the University of Minnesota school of architecture; to **Melvin H. Smith** of Brooklyn, N. Y.,

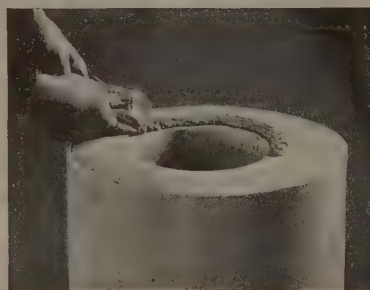




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architectural student at MIT, winner of the \$5,000 Lloyd Warren scholarship of the Beaux Arts Institute of Design in New York for a year and a half of study and travel in the US and Europe.

**Frank Lloyd Wright** donated plans for a permanent art center to the city of Los Angeles as a suitable resting place for his show, "Sixty Years of Living Architecture." The project will include an exhibition gallery and lecture hall and will cover 8,000 sq. ft. Cost: \$33,000, because most of the labor, material and money will be donated.

**Nathaniel H. Rogg** was named chief economist for NAHB, a new job the association had planned for in its '54 budget. Rogg, 40, has been a government researcher for 14 years; his last job before taking the NAHB post was in HHFA's statistics and reports section. He holds a law degree from George Washington University, is a member of Phi Beta Kappa and served in the Navy during World War II. Another addition to NAHB's growing Washington staff: **Richard J. Canavan**, former technical director of the Producers' Council in Washington, as assistant director of the association's construction department.

**NAMED:** **Max C. Hanisch Jr.** of Peshtigo, Wis., as president of the American Institute of Timber Construction and **Charles C. Calvert** of Los Angeles, as vice president; among 15 business leaders nominated for directorate positions on the Washington (D. C.) Board of Trade—**J. Garrett Beltzell**, head of his own real estate firm and a director of NAHB; **Myron Hendes**, former chief land planning consultant for FHA in New York, to the District of Columbia Land Redevelopment Agency in Washington; **Robert R. Lent** of Marshalltown, Iowa, as executive director of the newly established American Real Property Federation in Washington; **A. L. Alexander** of Memphis, elected president of the National Terrazzo and Mosaic Contractors Assn.

NAREB announced the winner of a nationwide contest among its 51,700 members to write the best pledge of 75 words or less based on the preamble to the NAREB code of ethics. He was **Frank W. Cortright**, retired executive vice president of NAHB. Cortright is a member of the Berkeley (Calif.) realty board.

**DIED:** **Harvey Wiley Corbett**, 81, broad-minded and highly successful architect who was among the pioneer idea men of prefabrication of homes (in 1930, he gave it 30 years to perfect itself) and who was senior architect for New York's Rockefeller Center and chairman of the architectural commission for both the Chicago Century of Progress Exposition and the New York World's Fair, April 21 in New York.

## SIDELIGHTS

### Tax aid for smog wars?

Congress is taking its first serious look at the possibilities of extending federal aid to cities fighting smoke and smog. Senators Thomas Kuchel (R, Calif.) and Homer Capehart (R, Ind.) introduced an amendment to the 1954 housing bill which would: 1) let industries that buy smoke abatement equipment write off the cost in five years on their income tax; 2) provide HHFA-insured, 20-year loans at 1% above long-term federal bond rates for factories willing to install smoke control equipment but unable to get loans from private sources (the same loan would be available to home owners who want to get rid of smoky coal furnaces); 3) establish a stepped-up research program to learn the causes of polluted air and how to fight it.

Because Capehart is chairman of the Senate banking committee which has charge of the housing bill, the smog amendment seemed likely to be included in the Senate version of the bill. The House, which adopted the housing bill in early April, did not consider smog.

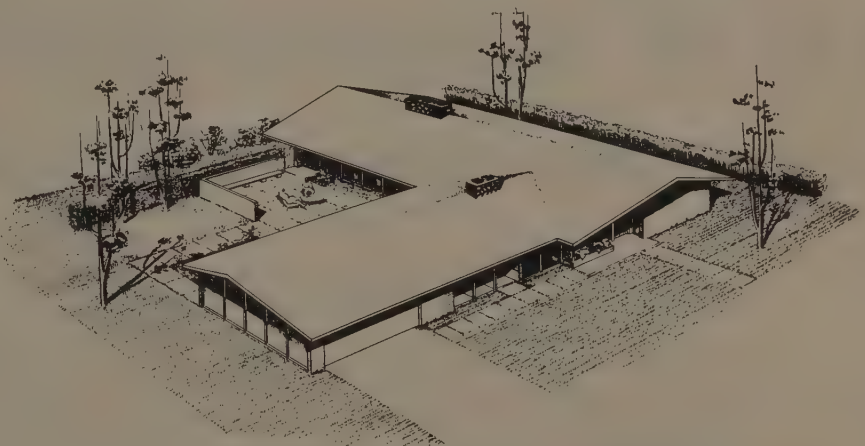
Capehart commented that President Eisenhower's slum clearance proposals are "well and good," but unless air pollution is controlled, "we can expect the newly constructed homes of today to become the slums of tomorrow."

### Direct VA loans: new basis?

When Congress set up the GI home loan program it made sure veterans everywhere would be able to get in on the easy terms: it authorized direct government lending where terms were unduly stiff. In Elizabethton, Tenn. (pop. 15,000) VA officials were taking the stand last month that the willingness of a savings and loan association to make GI loans with 10% down did not mean private financing is available. They made the area eligible for 100% direct government loans.

### Home owners vs. jet airports

If homesites near airports were bad with propeller-driven planes, they may be twice as bad with jet aircraft: the jet noise level and area it covers is about double that of prop planes. Already home owners are fighting back. In Los Angeles, 43 families living near San Fernando Airport filed claim against the city for \$645,000 damages caused by low flying jets. This paralleled a \$1.4 million suit by 56 families (including the 43) against Lockheed Aircraft Co. From both the city and plane firm, the householders sought \$5,000 for past depreciation of their property, \$5,000 for future damages if jet flying is not halted, and \$5,000 for 112 persons for mental distress. (NEWS continued on p. 58)

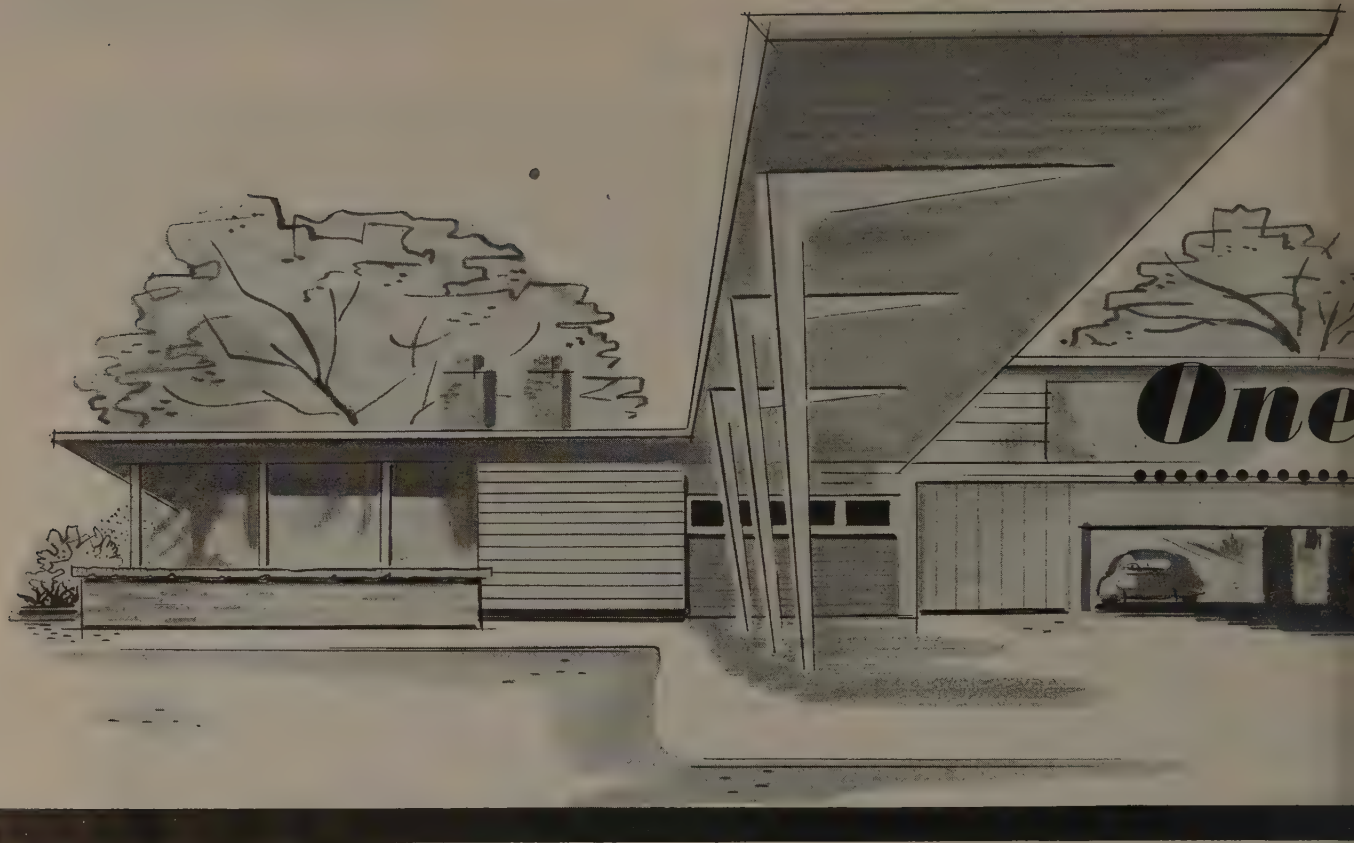


### Prize-winning home in Detroit builders' contest

Fitting this 1,650 sq. ft. house to an inside lot of approximately 100' x 100', Student Edward J. Kovach, 20, of Lawrence Institute of Technology, won first prize in the third annual "Ideal Home" contest sponsored by the Builders Assn. of Metropolitan Detroit. Kovach placed his L-shaped house around a court, planned a breezeway between the garage (the southern anchor) and the house to provide view and/or passage from court to street and vice versa. The dining space is directly to the left of the entrance, but cleverly enough designed so a guest would not feel that the table was actually in the entry. There are nicely handled social areas in the living room and a periscope kitchen—so placed as to grant the lady of the house a view of nearly her whole domain.







## ***Caloric built-in gas cooking units give a new flexibility for kitchen planning***

Now Caloric offers builders the sales-making power of built-in gas cooking units that make possible almost unlimited kitchen arrangements. And they're priced flexibly enough for mass or class builders. Styled to win the women, they give houses a sensational sales impact, a custom-built appearance. Best of all, these built-in units have the same outstanding cooking features that have made the Caloric

name a recognized leader in the gas range field. They offer the sales advantages of eye-level visibility for controls (which eliminates stooping) and no worries about broiling with the oven door open.

Be sure to get complete information on the many, many other advantages of this built-in cooking equipment. Send in the coupon on the right hand page today.

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**Caloric Stove Corporation, Topton, Pa.—Exclusively for gas  
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# REMINGTON STUD DRIVER saves up to 80% on fastening costs....lets you bid lower!

**"Helped me land a big job I never counted on"**—says a Texas contractor about the Remington Stud Driver. And you quickly realize how he did it when you see this powder-actuated tool drive 4 and 5 studs per minute in steel and concrete. That means real savings in time and labor.

Compact and portable, the Stud Driver weighs only 6 pounds and requires no outside source of power. It's ready to go—any time, anywhere,

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Whether anchoring wood plates to concrete floors or hanging radiator housings to concrete or brick—you can depend on the Remington Stud Driver to save you money. Send the coupon below for further information.

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Where can I get some of those new templates your company has issued?

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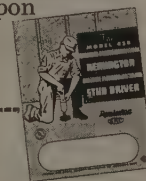
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A HOUSE FOR FLORIDIANS BY JACKSONVILLE BUILDER SHAFFER

## BUILDERS AT WORK:

### Redwood & plate glass

Redwood, larch, masonry blocks and marine plywood have gone into the five completed houses in Joseph O. Shaffer's handsome Seabrook Manor development in Jacksonville (photo above). He plans five more there—to sell from \$18,500 to \$27,000—and also contemplates a subdivision of 45 contemporaries in the \$16,000 to \$20,000 bracket. About 4,000 people inspected the model Seabrook Manor home the day it was opened and Shaffer reports a number of contracts to duplicate the house in other areas. Its basic plan includes three bedrooms, exposed beam ceilings, a slightly pitched roof (one of the features adapted to the specific taste of Floridians, according to Shaffer) and much use of glass. Windows in the living room are deep and wide, shallow in the rest of the house. Other items: freestanding cabinets and closets and patios off the master bedroom and living areas.

### Pulse of the market

Detroit's Edward Rose & Sons entered the trade-in house business—with encouraging results. A Friday ad in the *News* brought nearly \$500,000 in sales of new homes over the same week end, compared to sales of \$232,000 the previous week end. The company has set up a division to handle trade-ins exclusively. . . . Testing the reception a contemporary shed-roof house would get in hitherto tradition-minded Milwaukee, M. A. Cagan Home Builders scattered 45 of them in its 100-home Capitol Crest subdivision. So far, 20 of the 40 houses sold (all are priced at \$15,500) have been in the contemporary style. Says President Larry Glaessner: "We've had it [contemporary design] in the back of our heads all the time and we now feel that people are ready for it."

### Out to Long Island

The Long Island market for week-end type bungalows continued to flourish with projects like the 1,000-home development (with beach rights) that Eugene Romano will build on a 500-acre tract in Riverhead. Designed by Herman York, the two-bedroom houses will sell for \$5,999, carry an FHA down payment

of \$290 and monthly payments of \$41.95. Carports are optional. In Brentwood, 215 Title I houses will be offered at \$5,990 by the Edelson Realty Co. They are two-bedroom homes with carport.

### In the millions

A \$30 million residential and commercial project in Marple Township, near Philadelphia, is planned by Ralph Bodek, president of the Philadelphia Home Builders. Of the 600 acres in the development, 350 will be devoted to 1,500 single-family homes on 7,500 sq. ft. lots; 50 acres to houses with lots of 12,000 and 20,000 sq. ft. Design will be split-level and ranch-type.

Other new multimillion dollar projects: a \$20 million subdivision in Olivette, Mo. (near St. Louis) for 1,000 homes developed by Marvin H. Glick . . . a \$12 million project near Chicago for 450 ranch-style and split-level homes selling for \$17,500 to \$25,000, to be developed by the Cooperative Home Builders, Inc. . . . a \$7 million residential project within the corporate limits of Cincinnati, to include 250 one-family houses, priced from \$20,000 to \$35,000, and 17 apartment buildings; developer: The Faxon Co. . . . a \$6 million, 300-home project in Bellaire, a Houston suburb, with a price range of \$13,500 to \$18,500; developer: Melvin H. Godbold.

### Builders put up exhibit hall

A building for the exclusive use of a building products show—and for only 17 days a year—is rising in Los Angeles (cut, below). The hall, designed by A. Quincy Jones and Frederick E. Emmons, AIA, is a \$100,000 project

of the Building Contractors Assn. of California, who will open it Sept. 17 for its Home Builders' New Products Show at the Los Angeles County Fair. After the show, the hall will close until the 1955 show. Covering nearly 30,000 sq. ft., the hall will be wide open on the east side and open above the 10' walls on the west. It will accommodate more than 125 displays in 10' areas.

### Development rush in Oregon

A housing boom fueled by easy mortgage money was developing in western Oregon. Some evidence: McKel Inc., using a no-down-payment mortgage as bait, sold every one of its 126 homes in the Merrifield Addition near Portland even before the formal showing of the five \$10,000 models. There is a waiting list, too. . . . The Cedar Hills development in Tualatin Valley will improve 400 lots this year, as against 225 in 1953. . . . The most successful postwar development in the Portland area, Vermont Hills-Clairmont subdivision which was started in 1948 by Milo K. McIver, expects to reach its goal of 500 this summer. Located in a rolling hill section, houses range from \$9,500 in the flatland to \$26,500 for those with a view.

### Biggest air-conditioned project

Demand for space in Builder Elbert Fausett's proposed 700-home housing project in a residential section of Little Rock has thus far exceeded the speed at which Fausett can get the units up. He had sold 79 homes (under construction) at last count and started another 30 to cut away at the waiting list. Some 15,000 visitors were channeled through two model homes in the project (called Broadmoor) last autumn—channeled through carefully so that the full benefit of the air conditioning would be felt. Broadmoor, say its promoters, will be the largest air-conditioned housing project anywhere. Designed by Architects William Van Valkenburg and Birch Henry, the three-bedroom brick homes have received FHA appraisals an average \$2,000 over their price tags of \$11,000 to \$17,000. The air-conditioning angle on the project is interesting. Fausett at first figured that the homes were going to need a 3-ton model. After consulting air-conditioning engineers, however, he and his architects widened their overhangs for extra shading, increased the insulation thickness in walls and roof and with other

(continued on p. 62)



EXHIBIT HALL FOR ANNUAL LOS ANGELES BUILDING PRODUCTS SHOW



# ... insulating **ROCKLATH**<sup>\*</sup> does it!

PLASTER BASE



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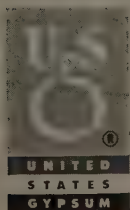
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the greatest name in building



## BUILDERS AT WORK (continued)

similar measures whittled down the cooling load so that a 2-ton conditioner could handle the job with ease. By using a gas unit, together with all gas appliances, in an area that has cheap natural gas available, Fausett says that total gas cost for heating, cooling and all utilities will average no more than \$15 a month around the year. Half of this cost is for heating and cooling.

**Fast-selling brick in Virginia**

The first 42 three-bedroom brick homes planned for a 350-house subdivision by Stafford Builders, Inc., Fairfax, Va., were sold the first day they went on sale in April. By the beginning of last month 47 of the 48 homes in the second section were sold. Construction was going along at a rate of  $1\frac{1}{2}$  starts a day, with the first section scheduled for completion in July, the second in October. Two more sections will follow. Designed by Architect Robert Parli of Church Falls, Va., the homes include a daylight basement with fireplace and a bath roughed in. The first section houses sold for \$17,950 to \$18,950; those in the second section for \$19,700. All but ten of the homes sold thus far went to GI buyers for down payments of \$950 on the first batch, \$1,300 on the second (cut, below).

**Bannockburn-on-the-Potomac**

Builder Ernest Cook has carved 45 building sites out of the rough and fairways of the old Bannockburn golf course in Maryland, northwest of the District of Columbia, was offering three-bedroom homes for \$19,950 including \$3,000 for land and water-sewer connections. Carports raise the price, but have proved the most frequently requested addition

Robert C. Lautman



HOME ON MARYLAND GOLF COURSE



BRICK HOUSES IN FAIRFAX COUNTY, VA.

Harold D. Harmon



NEW RICHARD POLLMAN PREFAB TO BE PRODUCED BY THYER MANUFACTURING CORP.

to the basic plan. Architects McGaughan & Johnson of Washington and Builder Cook thought at first that split levels were indicated when they examined the rolling terrain, but decided in favor of a cheaper-to-build two-level structure. It includes kitchen, all-purpose room, den and bath on the lower level and bedrooms, living room and bath above. Two single-level models are also available. Their placement involves extensive grading and tree removal for compliance with the FHA ruling of a maximum 12' elevation difference between house entrance and street. The lots—mostly 75' to 80' x 110'—are of irregular shape to fit the curved street pattern and the contours of the land (see cut).

**Another contemporary prefab**

Thyer Manufacturing Corp. of Toledo brought out a low-slung prefab model indicative of the increasing prefab trend toward contemporary design. This one, designed by Richard B. Pollman, was even called "The Contemporary." The basic plan has 1,056 sq. ft. of floor space and 384 cu. ft. of storage area. It comes with or without a basement and with or without a carport (23 sq. ft. are shaved off the house-wide living room in the basement model) and has a wide entrance hall and three bedrooms. The selling price is expected to range from \$14,000 to \$18,000, exclusive of land (see cut above).

## Air-conditioning men foresee perennial boom despite rising trouble with overloaded wires

Despite the fact that the mean temperature of New York City is scheduled to rise only 3.3° in the next hundred years, air-conditioning manufacturers continued to wax as bullish as anybody since the cry of "gold" rocked the nation in 1849. The climate argument is now only one of a number of benefits that manufacturers impress upon the public. They looked forward to tapping a mother lode of 1.2 million room models this year (two thirds to new customers, one third to present users) and the prospective state of the thermometer was only incidental to their plans.

**So far so good.** "The words 'slump' and 'recession' are unknown in the industry today," said one of the biggest manufacturers. He had reason for confidence. His company's orders for the first quarter were 100% over the period last year. Another firm reported a rise of 52% for five months ending March 31. The fact that the industry was in "a steep growth phase," as its own proponents term it, was undeniable. Production of room models has increased 15-fold since 1947; the biggest jump took place last year, when output moved up from 341,000 in '52 to over a million.

As production increases, so does competition. The buyer this year will be faced with nearly 100 different brands of air conditioner, manufactured by 45 different companies. To drum up even more trade than they feel they already have in the bag, manufacturers ad-

vertised choice of color, more portability, sensitive thermostats and quieter operation.

**Can wires stand it?** The worst sales killer that the industry faced (worse than the water-shortage problem, which is being avoided by switchover to air-cooled room models and installation of roof tanks for whole buildings) was lack of adequate wiring. This is an urban problem. In New York, for example, some 94,000 room air conditioners were sold last year; it has been estimated by the Consolidated Edison Co. that 157,000 could have been sold if the prospective buyers' houses and apartment dwellings had been adequately wired. The company figured that 78% of the private houses in the metropolitan area were inadequately wired, not only for air conditioners, but also for other appliances. The 2,700 families in Metropolitan Life's Peter Cooper Village were told they could have air conditioners if they paid for the sets' maintenance and the necessary rewiring. Cost: \$100 for the first year and \$50 for each succeeding year on each unit installed. In Washington, hearings began to find whether the city's electrical code should be changed to prevent overloading caused by air conditioners.

Another industry handicap, according to one manufacturer (who believes, incidentally, that the industry is "as nearly recessionproof as any you can find"), was a shortage of trained manpower at all levels—engineer, manufacturer, installer and servicemen.



What successful builders think of home air conditioning



## "It doesn't take much to sell our buyers on air conditioning ...most of them expect it"

—Mr. and Mrs. Louis Pflager, co-owners of  
Test Mark Homes (Inc.), Oklahoma City, Okla.

Modern, completely air-conditioned dwelling built by Test Mark  
Homes (Inc.) in Oklahoma City for Mr. & Mrs. Kenneth C. Wilson. ➡



"When you get down to it," Mr. Pflager begins, "there's only one test to apply to air conditioning—is it helping you sell homes? In our case we're convinced it does, and sales over the past six years prove it. Around 90% of the "\$25,000+" homes we sold last year were air-conditioned—and the percentage for lower-priced models was almost as high.

"Many times the buyers themselves specify air conditioning; frequently, it doesn't take much to sell them even if they haven't. This

appeal is reflected in another way. Primarily we're a custom builder, but we sometimes build air-conditioned homes without a buyer in mind. They've sold at a remarkable rate.

### Comfort Does the Selling

"Air conditioning's year-round comfort really goes over big with our customers," continues Mr. Pflager, "and it's easy to see why. Everyone's grown accustomed to air conditioning in offices, stores and theatres...naturally they want the same pleasant conditions in their own homes.

"Summer temperatures run up to 100-105 degrees here in Oklahoma City, and they stay high right through to September. The humidity is just as bad. What a relief to be able to forget the weather in an air-conditioned home!"

### Cost Readily Accepted

Mr. Pflager has found that installation costs are less than many prospects expect. "We make it a point to show them that air conditioning costs no more than \$1.00 per sq. ft. in the 3,000 sq.-ft. range," he says. "And the fact that the ducts can also be used for heating is an added inducement. Yes, I'm sold on air conditioning as much as my customers are—it really does a job!"

Like Mr. Pflager, many builders are profiting with the sales appeal of air conditioning

—and this appeal is growing stronger every day among today's buyers. So whether you're building single homes or a development, don't overlook the value of this important convenience. A variety of dependable equipment is available—designed to give long, efficient service with Du Pont "Freon"\* fluorinated hydrocarbon refrigerants.

You'll find it pays to specify that the equipment you purchase be charged with a "Freon" safe refrigerant. A brochure on "Freon" Safe Refrigerants will be sent upon request. E. I. du Pont de Nemours & Co. (Inc.), "Kinetic" Chemicals Division, Wilmington 98, Del.



"Running smoothly," smile the Pflagers after checking Westinghouse installation in one of their homes. Complete with pump-back facilities for water re-use, the unit's designed to keep costs at a minimum.



# FREON

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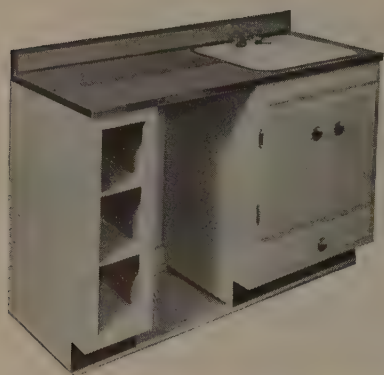
\*"Freon" is Du Pont's registered trade-mark for its fluorinated hydrocarbon refrigerants.



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...THROUGH CHEMISTRY





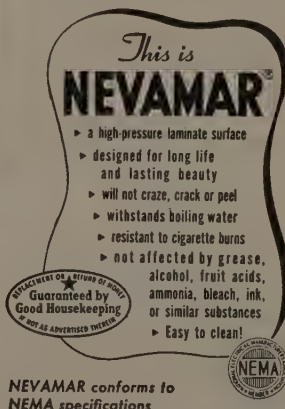
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## EVENTS

**Architectural League of New York**, "Building Your Home, 1954," public exhibition to demonstrate progress made in housing and residential architecture and in building materials, **May 27-June 6**, at the 71st Regiment Armory, 34th St. and Park Ave., New York.

**"Public Relations Strategy for the Architect"**, workshop presentation sponsored by the New York State Association of Architects and the New York Chapter, American Institute of Architects, **June 3rd**, at 7:00 P.M. at the Architectural League, 115 E. 40th St., New York. For reservations address the League.

**National Housing Conference**, **June 7-8**, Statler Hotel, Washington.

**American Institute of Banking**, annual convention, **June 7-11**, Statler Hotel, Los Angeles.

**New Jersey Chapter, American Institute of Architects**, convention, **June 10-12**, Berkeley Carteret Hotel, Asbury Park, N.J.

**Los Angeles Home Show and Builders Exposition**, **June 10-20**, Pan-Pacific Auditorium, Los Angeles.

**American Institute of Architects**, 86th annual convention, **June 15-19**, Statler Hotel, Boston.

**Museum of Modern Art and the Merchandise Mart**, fifth annual "Good Design" exhibition, opening **June 20** at the Mart, in Chicago, later to be shown in New York.

**American Institute of Decorators**, conference, **June 27-July 1**, Palmer House, Chicago.

**American Society of Heating & Ventilating Engineers**, semiannual meeting, **June 28-30**, New Ocean House, Swampscott, Mass.

**Northwest District, American Institute of Architects**, regional conference, **Aug. 19-21**, Eugene, Ore.

**National Home Furnishings Show**, **Sept. 9-19**, 71st Regiment Armory, 34th St. and Park Ave., New York.

**Pennsylvania Society of Architects**, annual meeting, **Sept. 16-19**, Great Lakes cruise on the *South American*, leaving from Erie, Pa.

**Midwest Conference of Building Officials and Inspectors**, annual conference, **Sept. 20-22**, Hotel Commodore Perry, Toledo.

**Gulf States District, American Institute of Architects**, regional conference, **Sept. 26-28**, Marion Hotel, Little Rock, Ark.

**Fifth Annual Builders' Competition** for the best homes for families with children is being sponsored by *Parents' Magazine*, and includes special awards to dealer-builders of prefabricated houses. Open to homes built and sold in the US from July '53 through June '54; entries must be in by August 2nd. For details address Builders' Competition for Merit Awards, *Parents' Magazine*, 52 Vanderbilt Ave., New York 17, N.Y.

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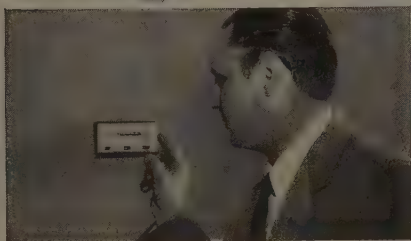
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**ONE-POINT THERMOSTATIC CONTROL.** Home-owners can change from summer cooling to winter heating by flicking a switch and setting temperature wanted. No fiddling with dampers.

That's right! The brand-new, 1954 Worthington year-round air conditioner takes up less space than any other unit of the same capacity. It measures only 29" deep x 42" wide x 70" high, goes through a 30" door.

It's a completely modern forced-air heating and cooling unit; so good looking it can be installed in a playroom; so compact it can fit into a closet. We designed this unit for easy installation in any type of home.

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gas- or oil-fired heating. Either way, they get economical, balanced heat. And the hermetically sealed cooling unit has a five-year warranty.

Take a long look at some of its "years ahead" features shown in the photos. Then see your nearest Worthington distributor for more facts and figures. Ask for our new folder, "What Every Builder Should Know", C-1100-B54, or write Worthington Corporation, Air Conditioning and Refrigeration Division, Harrison, N.J.

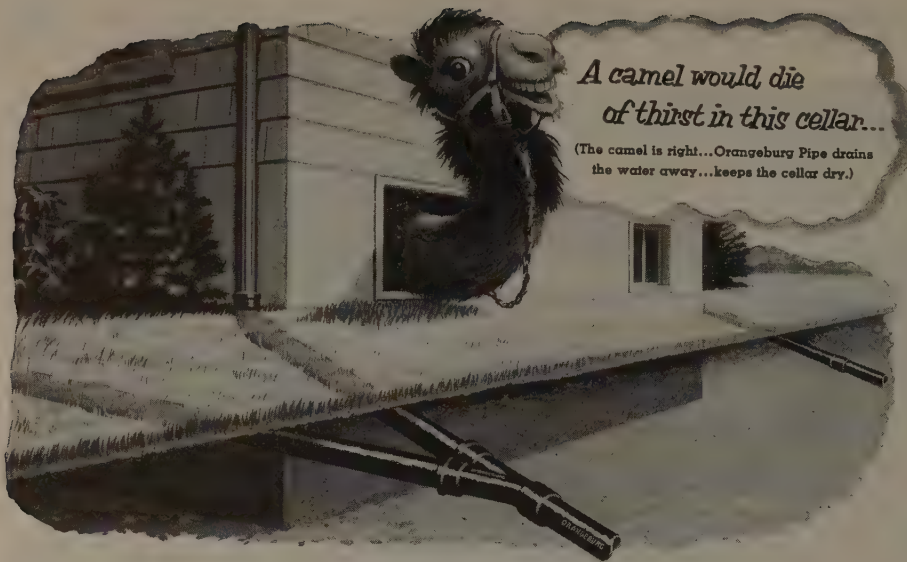
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*Climate Engineers to Industry, Business and the Home*





**BUILDERS, ENGINEERS, ARCHITECTS ARE ON SURE GROUND WHEN THEY RELY ON ORANGEBURG ROOT-PROOF PIPE AND FITTINGS FOR TROUBLE-FREE PIPE-LINES UNDERGROUND. ORANGEBURG'S TIME-DEFYING QUALITY — PROVED BY MORE THAN A MILLION SUCCESSFUL INSTALLATIONS — HAS MADE IT AMERICA'S MOST WANTED PIPE.**

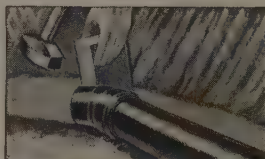
Orangeburg Pipe and Fittings are strong, tough, resilient. They resist corrosive ground waters and chemical wastes, traffic tremors, earth deflections, temperature variations. Taperweld® Joints — self-sealed without cement or compound — help keep the pipeline permanently root-proof and in line. Light weight, long lengths and fewer joints speed assembly and cut costs of handling and laying.

Use Orangeburg Root-Proof Pipe for . . . house-to-sewer (or septic tank) connections, Down-Spout and Storm Drain lines, other non-pressure, outside uses. Use Orangeburg Perforated Pipe for . . . septic tank disposal beds, foundation footing drains — also the draining of wet spots in lawns, fields, drive-in theaters, athletic fields, parking lots, airports.

**Be sure to specify the Leader — Orangeburg Pipe and Fittings**

Informative catalog 306 on request. Write Dept. HH14.

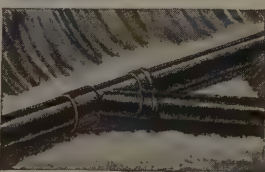
ORANGEBURG MANUFACTURING CO., INC.  
Factories: ORANGEBURG, N. Y. NEWARK, CALIF.



1/4 Bend connected to Orangeburg Pipe making a 45° turn. The famous Orangeburg Taperweld Joints are leak-proof and root-proof.



1/4 Bend connected to this down-spout forms a 90° turn. Orangeburg Fittings are quickly and easily connected — save installation costs.



Wye Fitting showing a branch connection. Orangeburg Fittings have the same high quality as Orangeburg Pipe — they deliver trouble-free service.

**ORANGEBURG®**  
**THE ROOT-PROOF PIPE**



**LETTERS**

**THE FHA EDITORIAL**

Sirs:

Congratulations on the forthrightness of your editorial (H&H, May '54, p. 1-H); it takes courage at times to speak out, especially when people in high office are involved.

I hope that, with the leadership you have shown, others in and out of government will take courage and will rally to the support of The Federal Housing Administration.

JOSEPH MEYERHOFF, *past president, NAHB*

Sirs:

IF I COULD WRITE THAT IS WHAT I WOULD HAVE WRITTEN AND HAVE BEEN PRAYING SOMEONE WOULD, I MIGHT HAVE KNOWN THAT YOU WOULD DO IT.

Fritz B. Burns, *past president, NAHB*

Sirs:

. . . I want you to know that I sincerely appreciate your efforts in behalf of the industry.

R. G. Hughes, *president, NAHB*

Sirs:

You have done a masterful job, and I hope it gets broad coverage in the press.

Is there any way to get a copy on the President's desk and assurance that he will read it? I believe that he should cut off some other heads for the terrible blunder this move has turned out to be.

Again my heartiest congratulations on a truly magnificent job.

W. A. Clarke, *president Mortgage Bankers Assn.*

Sirs:

THIS IS THE FIRST PUBLISHED ARTICLE I HAVE READ THAT IS NOT DISTORTED AND ADHERES STRICTLY TO THE FACTS. PLEASE ACCEPT MY HEARTIEST CONGRATULATIONS.

S. M. Earp  
*Citizens Mortgage Corp. Detroit*

Sirs:

CONGRATULATIONS. I WOULD LIKE 50 COPIES TO USE AT INDIANA FHA CELEBRATION.

Gale C. Corley, *president Home Builders Association of Indiana*

Sirs:

. . . Superb. I would like to see a reprint mailed to every member of Congress and the Republican National Committee.

Samuel E. Neel, *general counsel, MBA*

Sirs:

CONGRATULATIONS ON YOUR COURAGE AND THOROUGHNESS IN STATING THE CORRECT FACTS CLEAR OF ANY POLITICAL IMPLICATIONS.

Oliver M. Walker  
*Walker & Dunlop, Inc. Washington, D. C.*

*continued on p. 74*





## “CENTURY”<sup>®</sup> Asbestos-Cement Roofing Shingles Compliment the Finest Homes!

This splendid house has been given added beauty and distinction with a roof of “Century” No. 5 Green Asbestos Shingles. It is the residence of Mr. J. L. Heisl, 2616 Edge Hill Road, Ottawa Hills, Toledo, Ohio. Mr. Heisl is President of Heisl’s Greenhouse, Toledo, and also President of the Plant of the Month Club.

For any roofing need—from the most modest to the most elaborate home—“Century” Shingles are the outstanding choice. Because they are made from asbestos fiber and portland cement, they won’t burn, rot, or corrode. They are long-

lived, dependable and never need protective paint.

A house roofed with “Century” Shingles all but speaks for itself. Buyers can’t help but be impressed by the beauty, durability and economy of this maintenance-free roofing.

There’s a K&M distributor near you who will gladly show you the complete “Century” line of both roofing and siding shingles—the various styles, the many attractive colors. You will also find “Century” Shingles illustrated in Sweet’s Architectural and Light Construction Files. Or write direct to us for information.

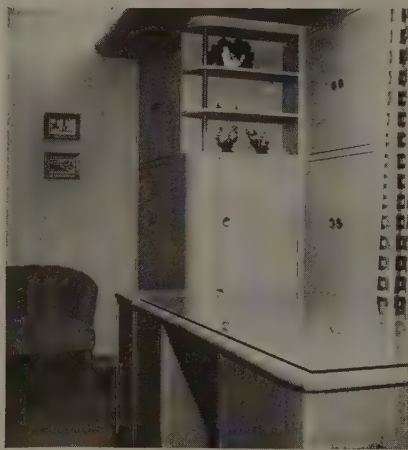
**KEASBEY & MATTISON** COMPANY • AMBLER • PENNSYLVANIA

America’s first maker of asbestos-cement shingles





# SOSS HINGES ADD BEAUTY AND DISTINCTION TO EVERY HOME



*Studios of WJR, Fisher Building, Detroit,  
Mich. Architect-Designer, George Walker.  
Equipped with SOSS Invisible Hinges.*

Unique, invisible SOSS HINGES are completely hidden from view when doors or lids are closed. This feature eliminates ugly protruding hinge butts. SOSS HINGES make possible the flush, clean, smooth surfaces so necessary for smart, contemporary architecture. Use them whenever you build or remodel.

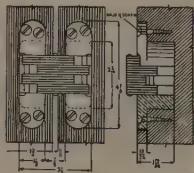
**SOSS**  
INVISIBLE  
HINGES

*Sizes Available For  
Every Type of Installation*

## FREE BOOKLET



Gives complete details on America's only modern hinge. Write for it today—the hinge that hides itself.



**SOSS Manufacturing Company**  
21717 HOOVER ROAD • DETROIT 13, MICHIGAN

Sirs:

A GREAT AND TIMELY PUBLIC SERVICE. NO ONE OPPOSES A RESPONSIBLE THOROUGHGOING INVESTIGATION OF FHA BUT MANY HAVE BEEN SHOCKED BY THE RECKLESSNESS WITH WHICH GUY HOLLYDAY A FINE HIGHLY RESPECTED MAN HAS BEEN CAST ASIDE. THE MANNER IN WHICH THE INVESTIGATION HAS BEEN LAUNCHED SEEMS UTTERLY OUT OF TUNE WITH THE FINE SPIRIT AND HIGH PURPOSE OF THE PRESIDENT'S RECENT ADMONITION TO THE AMERICAN PEOPLE TO AVOID FEAR AND HYSTERIA BASED ON EXAGGERATION AND HALF TRUTH. THIS IS A DEEPLY DISAPPOINTING EXPERIENCE TO FRIENDS OF THE ADMINISTRATION WHO EARNESTLY HOPE THE PRESIDENT WILL NOW PROCEED IN SOME FORTHRIGHT WAY TO CORRECT THE MISTAKE WHICH HAS BEEN MADE IN HIS NAME.

JAMES W. ROUSE  
*Board of governors, MBA*

Sirs:

Excellent. I would suggest that you send a copy to every member of the House and Senate, a copy to all of the major lending institutions such as insurance companies and savings banks, and a copy to all of the leading newspapers of the country.

W. BURTON GUY, *president*  
*W. Burton Guy & Co., Inc.*  
*Baltimore*

Sirs:

CONGRATULATIONS ON YOUR SUCCINCT HARD HITTING ANALYSIS OF THE SECOND MAJOR MISTAKE OF THE PRESENT ADMINISTRATION. AS A GRASS ROOTS POLITICAL OBSERVER INTIMATELY INFORMED ON MANY ASPECTS OF THE PRESENT SITUATION IT WAS EASY TO CALL THE TURN ON THIS BLUNDER. YOU HAVE VOICED MY INDIGNATION AND DISAPPOINTMENT WITH A CLARITY FAR BEYOND MY ANGRY AND DISILLUSIONED CAPACITIES. MAY PORTIONS OF THIS ARTICLE BE QUOTED IN LOCAL PRESS?

ROBERT W. CLEMENS  
*Houston*

Sirs:

I came home bewildered, confused and troubled from a week in Washington attending Senator Capehart's hearings, meeting with government officials, and talking to Congressmen and Senators in respect to the bombshell that hit our housing industry.

Then to find on my desk your FHA editorial was like having an injection of a wonder drug that clears your mind and starts your rehabilitation.

It certainly has given the industry the advanced leadership that is so badly needed now. I am sure it will be a guide for our follow through. We are indeed all indebted to you.

V. O. STRINGFELLOW, *treasurer*  
*National Assn. of Home Builders*  
*continued on p. 78*



# per 1000 sq ft *Shingle-Backer System!*



"We cut our sheathing and undercoursing time, eliminated corner-bracing and building paper, reduced temporary bracing and increased the insulation value of our sidewalls by switching to Insulite's new Shingle-Backer System. Net result: better construction and a saving of \$126.94 per 1,000 sq. ft." Pictures on these pages show how.

**K. W. Bacchus, president**  
Bacchus Construction Company  
St. Paul, Minnesota



**Bildrite saves \$106 per 1,000 sq. ft.** on Mr. Bacchus' 700-home Sunrise Park project. With Bildrite, one man can sheath 1,000 square feet in 8 hours or less. Cuts application time as much as 43%. Four-foot wide Bildrite eliminates the need for corner-bracing (F.H.A. accepted). Since Bildrite is waterproofed throughout with asphalt, there's no need for building paper; can be exposed to weather indefinitely.

INSULITE AND BILDRITE ARE REGISTERED TRADE MARKS.



**Shingle-Backer saves \$20 per 1,000 sq. ft.** on Sunrise Park homes. Cuts application time in half. Four-foot panels produce deep, modern shadow line. Practically eliminate waste. Help increase insulation value of sidewall. Can be used or stored anywhere in any weather because Shingle-Backer is waterproofed throughout with asphalt. Approved for application directly over Bildrite Sheathing.

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

save with **INSULITE**

*the original structural insulation board*





"...rich appearance

## helped sell houses"

—W. P. "Bill" Atkinson  
Oklahoma City Builder-Developer

## ...that's the beauty of *Higgins Block* INC.



No wonder builder after builder is chalking up big selling successes with Higgins Block. Just look at the blocks themselves, with all the well-loved grain and texture effect of oak. And just look at the specifications:

- 9" x 9" net face hardwood blocks—easy to install
- 3-ply cross-grain construction—when properly installed will not warp, buckle, cup or crack
- Selected oak face—comes with final finish
- Pressure bonded with marine-type glue—water-repellent, climate-proof
- Deep-impregnated with famous "Penta"—rot-proof, termite-proof
- Grooved back anchors into adhesive—quiet and comfortable
- Can be laid without special preparation directly on concrete slab—ideal for radiant heat
- Blocks fit flush—without large, visible V-grooves

**Higgins** BONDED HARDWOOD BLOCK FLOORING  
INC. THE WORLD-FAMOUS BOAT BUILDERS 

Use this coupon for free sample block and literature  
Higgins, Inc., Dept. H-64, New Orleans, La.  
Gentlemen: Please send sample block and literature to

Firm Name.....

Address.....

City.....Zone.....State.....

### LETTERS *continued*

Sirs:

Your editorial covered the situation masterfully, and I have taken the liberty of sending my copy to Senator Harry F. Byrd who I hope will take cognizance of same.

I. NORRIS BLAKE, *president*  
Mortgage Investment Corp.  
Richmond, Va.

Sirs:

... Swell. Right-thinking people everywhere should applaud. Would you have any objection to our using all or any part of the copy in our newspapers?

P. S. LUTTRELL, *president*  
Garden Oaks Realty & Building Co.  
Houston

Sirs:

... I am only sorry it cannot be published with screaming headlines as our daily newspapers have been. I personally am greatly concerned with the effect that this newspaper publicity, in addition to the investigation, will have upon the mortgage market as a whole and the building industry, which depends to a great extent upon a good market, to say nothing of the over-all economy of the country.

JOHN J. SCULLY, *vice president*  
The Chase National Bank  
New York City

Sirs:

It is wonderful that we still have men in the publishing business that have the courage to call a spade a spade and can see the whole thing as it is.

FRANK A. CLAUSON, *builder*  
Roslyn Heights, N. Y.

Sirs:

PLEASE AIR MAIL TEN COPIES FHA EDITORIAL.

C. ELLIS HUNT  
Chandler Frates Co.  
Tulsa

Sirs:

... I am happy to read editorial comment based on facts. The American reading public has been overwhelmed by critical writings based on half-truths. If, through your honest approach, you can help to restore confidence to a basic piece of good governmental legislation, you will have done a real service to the potential youthful home owner.

JOHN A. DODDS, *president*  
City Plan Commission  
Detroit

Sirs:

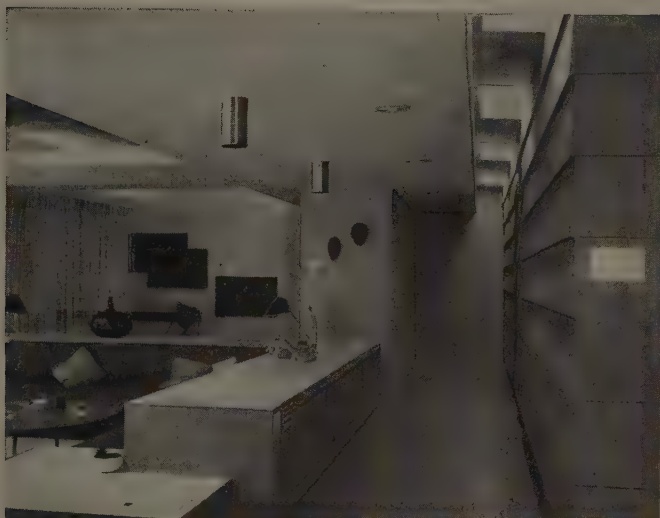
There's no question in my mind that FHA is one government agency which the realtors can wholeheartedly endorse. True, some irregularities have developed, and some inequities arisen, but on the whole this vast experiment in government aid to private business has proved one of the finest examples of proper teamwork between government and private business ever seen in the real estate and building field.

I have never spoken to a realtor anywhere who did not agree that the FHA program was in the best interest of the public and had done

*continued on p. 82*



# TOPS IN TOPLIGHTING



**CHEERFUL DAYLIGHTING**, evenly distributed, brightens the home of Architect Ken Fryar. In designing his new home, Mr. Fryar specified Wascolite Skydomes because they admit maximum daylight . . . eliminate dark corners . . . permit functional use of space. Skydomes also enabled Mr. Fryar to improve his creative design . . . add a distinctive, modern appearance to his home.

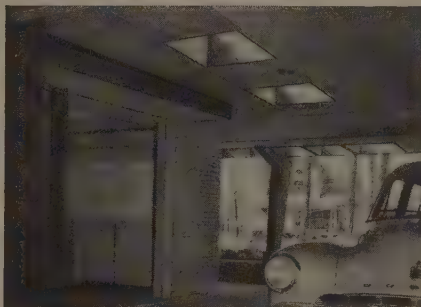


**WASCOLITE SKYDOMES** are lightweight, prefabricated units that do not require special roof construction. Their extruded aluminum frames have a built-in weepage arrangement that assures leakproof installation. Skydomes are weatherproof, shatter-resistant and virtually self-cleaning. They can be installed in minutes — using only a screwdriver.

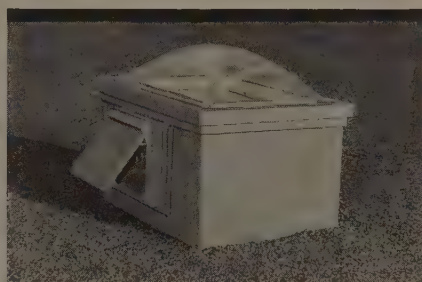
**CREDITS:** Architect (and owner): Ken Fryar, Michigan City, Indiana.  
Contractor: Tonn and Blank, Inc., Michigan City, Indiana.



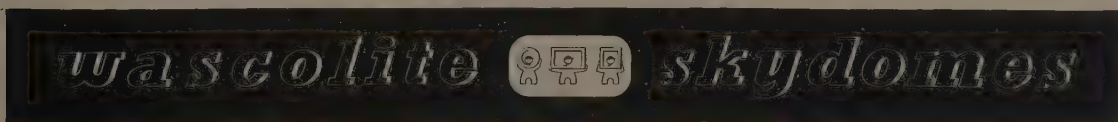
**IDEAL FOR ANY ROOM.** Domes are available in White Translucent acrylic plastic for glarefree daylighting, or in Clear Colorless acrylic plastic for efficient daylighting of task areas.



**WASCOLITE SKYDOMES** can also be used to daylight carports and attics. When added insulation is required, specify Wascolite Ceiling Domes.



**NEW WASCOLITE VENTDOME**, with motor-driven air exhaust, provides toplighting and ventilation through one roof opening. FHA has now approved interior bathrooms and utility rooms. Use Ventdomes to daylight and ventilate these areas.



See Sweet's Catalog or write . . . . . **WASCO FLASHING COMPANY,** 88 Fawcett Street, Cambridge 38, Mass.





With this

# Nationally Advertised Trade-mark

—the "know-how" of \$500,000 in research  
and \$36,000,000 in construction is yours without cost

● Since 1936, the famous Precision-Built System of Construction has been nationally advertised. More than \$36,000,000 of homes have been built this way—embodying the "know-how" of more than \$500,000 spent in pure research . . . The owners report complete satisfaction—homes that are warmer in Winter and cooler in Summer—the quietest homes they have every known.

● With a Precision-Built Franchise, the builder has the soundest, most economical method of home construction yet devised—a system by which homes were built faster, better and at lower cost during World War II, than by any other system.

● We know that, properly managed, the dealer's present volume of house building can be doubled. He promotes more business for his builders and contractors—as well as for himself—selling everything that goes into the final product. On transportation costs alone, he affords important savings over section-alized construction from a distant point.

● Let us send you the details of the Precision-Built Plan. Let us show you how your builder-customer can take advantage of a "know-how" not available to the average builder . . . Your inquiry involves no obligation. Kindly address Department 79.

## HOMASOTE COMPANY

Trenton 3, New Jersey

### LETTERS *continued*

more in pioneering technical advancement, up-  
grading of standards, and the more wide-  
spread acceptance of home ownership than  
any other factor. Congratulations.

ROBERT E. SCOTT, *realtor*  
Elizabeth, N. J.

Sirs:

You have gone to the heart of the situation . . . As a member of the Realtors' Washington Committee I urged the Committee to either make a strong statement or have a responsible National Association of Real Estate Boards official make such a statement in defense of the functions of FHA while a vigorous prosecution of the wrong-doers is continued. Such a release was recently made.

You have done a tremendous job in your editorial. I do not see how the administration can take pride in their treatment of Guy Hollyday.

RALPH R. BORCHARD, *realtor*  
Rochester, N. Y.

Sirs:

. . . Excellent and factual. The way that this investigation was publicized was certainly one of the poorest things to happen to the home-building industry in the last 20 years.

W. P. JENNINGS, *secretary-treasurer*  
J & L Realty, Inc.  
Indianapolis

Sirs:

Congratulations. I would appreciate receiving 300 reprints to send to the editors of the leading California dailies and weeklies with a letter suggesting that it be made required reading for reporters and members of editorial staffs reporting on the alleged FHA scandal.

JOHN I. HENNESSY  
*Executive vice president*  
Associated Home Builders  
of the Greater Eastbay, Inc.  
Oakland, Calif.

### KHUBARB

SIRS:

YOUR MARCH 1954 ISSUE QUOTES FHA COMMISSIONER GUY HOLLYDAY STATING THAT HE HAS INSTRUCTED ALL FHA OFFICES TO INFORM BUILDERS THEY NEED NO LONGER FILE ITEMIZED COST ESTIMATES WITH THEIR COMMITMENT APPLICATIONS. LOCAL FHA OFFICE STATES UNQUALIFIEDLY THAT HOUSE & HOME MAGAZINE DOESN'T KNOW WHAT THEY ARE TALKING ABOUT AND ARE DEMANDING COST ESTIMATES WITH FHA COMMITMENT APPLICATIONS FOR NEW HOUSE CONSTRUCTION.

ADOLPH FINE  
Minneapolis

● The FHA commissioner confirmed that orders to require itemized cost estimates with commitment applications were rescinded two years ago and informed FHA Minneapolis office to require them no longer. Apparently the Philadelphia FHA office similarly misunderstood or did not receive the instructions to stop requiring itemized cost

*continued on p. 86*





# *Bevel and Bungalow Sidings*

**IN A VARIETY OF GRADES AND SPECIES**

Known for generations as a manufacturer of quality lumber products, Weyerhaeuser has developed the production of bevel and bungalow sidings to a fine art.

Weyerhaeuser Bevel and Bungalow Sidings are among the building industry's most popular exterior wall coverings. Their bevel design provides an overlapping, water-shedding pattern which increases their value as an exposure material. Offered in a variety of durable Western Softwoods, Weyerhaeuser 4-Square Bevel and Bungalow Sidings are proved, weather-resistant products.

In addition to their high functional value, bevel and bungalow sidings are easily adaptable to many styles of architectural design. They highlight the structural mass with form, texture and color. The deep shadow lines amplify the width, which is the most striking characteristic of rambler houses. The decorative schemes of homes built with Weyerhaeuser 4-Square Bevel and Bungalow Sidings are easily altered with each new paint job.

You can satisfy the needs of your customers with Weyerhaeuser 4-Square Bevel and Bungalow Sidings which are manufactured in a variety of grades and sizes from Western Red Cedar, West Coast Hemlock, Idaho White Pine, Ponderosa Pine and Sitka Spruce.

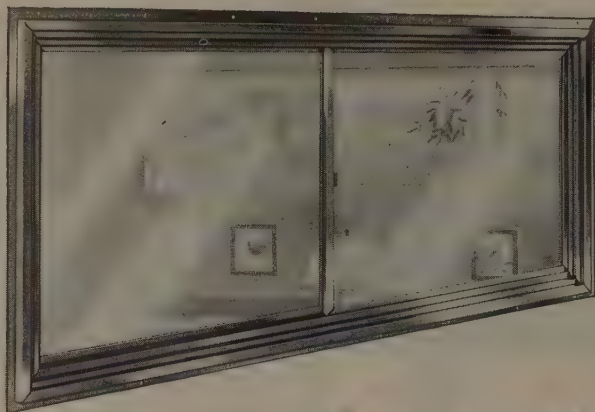
Ask your Weyerhaeuser 4-Square Lumber Dealer to give you full details of these popular exterior wall coverings . . . or write for descriptive literature.



## Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA





## the *Amazing New* **PER-FIT SLIDER** ALUMINUM

**...with all the features that you and your buyers want, features that you need to eliminate costly "call backs"**

- Beautiful etched satin finish—dip lacquered. ● Extruded aluminum interior trim and return. ● Screw-lock smooth, mitred frame corners factory sealed. Rack-free rigidity. Close fitted joints—wind, water and dust tight forever. Factory located hardware assures perfect fit of storm sash and screens. ● All frames have continuous perimeter installation fins. ● Semi-pneumatic Venti-seal weather stripping inside jambs. The most advanced weathering system, *plus* a sash cushion. ● Continuous zinc weathering strip in frame head; smooth operation and full length weather seal. ● Rubbing block on zinc weather strip in head assures perfect closure and seal of meeting rails. ● Weep holes in sill frame protected from weather by continuous beaded flange which is an integral part of the removable cover plate. ● All weath-

- ering is built into the window frame where it belongs; out of harm's way and thoroughly protected by the frame. ● Screw-lock mitred sash corners permit easy job re-glazing. Lifetime Venti-seal glazing. ● Sash siderails have two-point contact with semi-pneumatic jamb weather strip for double weather protection. ● Nylon pressure buttons in sash head rail, actuated by stainless steel springs, eliminate wind rattles in any sash position; constantly push sash firmly against the zinc weather strip. Nylon-aluminum, aluminum-zinc contact provides natural lubrication for permanent, easy, finger-tip operation. ● Forged and machined cam action lock forces sash against the semi-pneumatic weather seal in side jambs; seals meeting-rails air-tight, dust-tight; maximum weather seal. ● No sharp, easily damaged weather strip exposed when sash is out; no home-owner injury hazard. ● Write for descriptive literature.

PER-FIT Products Corporation, specialists in working with the nation's leading residential builders—designing and producing the windows they need with the custom-quality the public wants—like BEST-VENT, the only quality aluminum double hung that costs no more than a standard wood double hung—or the amazing new PER-FIT slider that **costs even less!**



**World's Finest Aluminum Windows**

PER-FIT DOUBLE HUNG • BEST-VENT DOUBLE HUNG •  
PER-FIT SLIDER • PER-FIT GLASS BLOCK VENTILATOR

**PER-FIT PRODUCTS CORPORATION**

1207 EAST 52nd STREET, INDIANAPOLIS, INDIANA

## LETTERS *continued*

estimates. When this was pointed out at House & HOME's Round Table, FHA officials present did indeed announce that the practice would be stopped. Itemized costs are only to be demanded now in cases where a builder wants to argue with FHA over cost evaluations.—ED.

## HOUSE DESIGN COPYRIGHT

Sirs:

We have had, as you know, considerable experience with copyrighting house plans and some very successful litigation (H&H, Apr. '54, News). There is a lot still to be done, and it seems to me that it is up to builders and architects to band together if they want to secure this kind of protection.

Victor Herbert and Gene Buck some years ago came to the conclusion that song writers and authors' works should be protected and as a result ASCAP was formed. They had many difficulties, but by proper legislation which they sponsored through Congress, the copyright laws as pertaining to songs were constantly strengthened to a point where all song writers received royalties from all songs played for profit.

Our industry could do the same if we banded together. Chris Choate and I are pioneering the idea quite successfully, we feel.

We would be interested in hearing from other architects and builders their thoughts and willingness to join us in such a program.

CLIFF MAY  
Los Angeles

## STILTS vs. TERRACED LAND

Sirs:

Re Architect Hay's letter (H&H, March '54), it is obvious that the good Lord has produced many dramatic hillside sites for homes; witness the Rocky Mountains and the Andes. One would be able to apply the formula of Hay's stilted houses to these sites but, unfortunately, after you had scaled the heights with the motor car, the stilts might get rather long and the outdoor living might require ropes, pulley and cleats.

Great areas of hillside property have been disfigured with the stilt-house technique, one-story front, four-story rears, narrow winding streets, 20% grades, etc. In addition, retaining walls, stairs and other costly items are necessary to make these stilt houses work.

It is obvious that the critic does not realize the implication of the difference between a cubic yard of poured concrete vs. the cubic yard of moved earth.

It is obvious that the critic is still using a technique practical for many centuries and under certain given conditions one that can work. The trick is the ability to recognize said conditions.

Views may be attained other than roosting in an eaglet's nest with your little brood of

*continued on p. 90*



# Cool Your Home the

*thrifty way!!*



Choose a...

## CHELSEA FAN

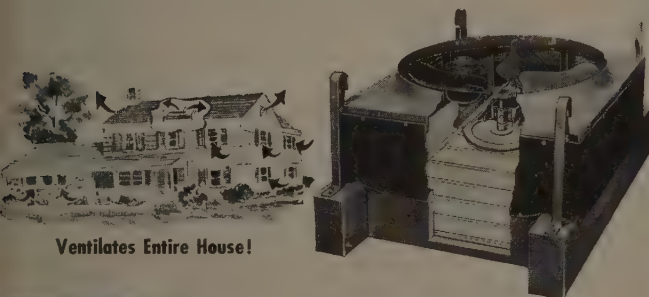
Plan now to cool and ventilate your home the natural, healthy way at lowest possible cost!

A Chelsea attic fan draws in fresh, outside air—expels hot, stuffy air—changes air

completely every minute... Spring mounting gives quiet, vibrationless operation...

Uses little electricity—practically no maintenance—easy to install... Same fan adapts to vertical or horizontal installation.

Everything needed complete in one package!



Ventilates Entire House!

### WINDOW FANS

For individual room ventilation and cooling or for a small home, Chelsea has a complete line of window fans. 7 models; sizes; 12" to 30"; 2-speed; exhaust or electrically reversible. Adjusts to fit any standard window.

### WRITE FOR BOOKLET

Chelsea has a fact-packed booklet covering the location and operation of fans, proper size selection and installation methods... Send for it today! Please enclose 10c to cover handling and mailing charges.

**CHELSEA FAN & BLOWER CO., INC.**  
PLAINFIELD • NEW JERSEY



Photos courtesy Shower Doors, Inc., University City, Mo.



PROSPECTS GO FOR

*Beauty*  
IN THE BATH

### Mississippi Glass Adds Beauty and Utility That Sells on Sight

Once your prospect exclaims, "what a beautiful bathroom" you've won half the battle and the sale has a much better chance of becoming a reality. You can give your bathrooms the wanted luxury look with translucent, light diffusing glass by Mississippi and at reasonable cost. For instance, a tub enclosure of handsome figured glass transforms bathrooms into sheer beauty and luxury. Translucent without being transparent, these lovely panels flood the tub enclosure with soft, figured light that completely protects privacy. A wonderful idea for dual purpose bathrooms.

Another bright idea—easily installed figured glass partitions bring unexpected beauty to lavatories. Separating the area from the bath, they insure privacy, yet flood the interior with borrowed light. Practical as they are pretty—simple to keep shining clean—never rust, corrode or wear out, never need painting—provide the new look that lasts.

Mississippi manufactures only glass. Metal members available through other sources.



See how a dash of glass can spice up your bathrooms... achieve elegance... easily and inexpensively. Select from a wide variety of figured patterns. Specify Mississippi. Available wherever quality glass is sold.

Write today for free booklet, "Modernize Your Home With Decorative Glass." Photographs of actual installations give you many ideas on ways to use this beautiful medium. Address Dept. HH.



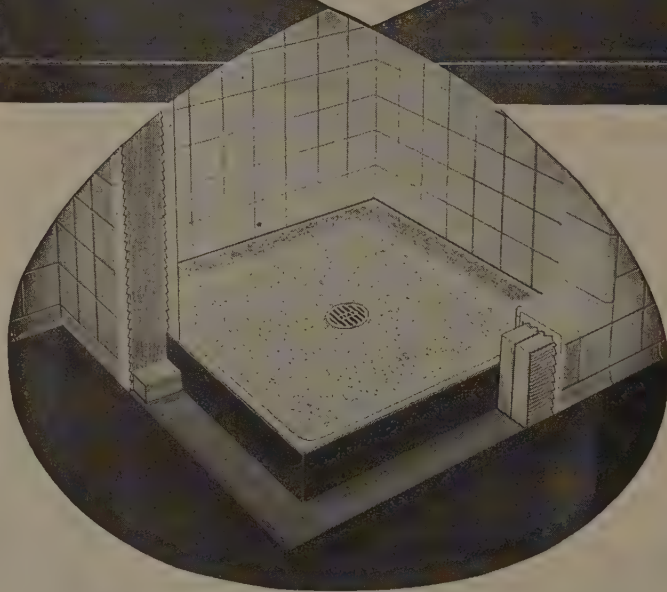
**MISSISSIPPI** *Glass* COMPANY

88 ANGELICA ST. SAINT LOUIS 7, MO.  
NEW YORK • CHICAGO • FULLERTON, CALIF.

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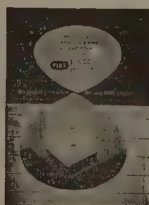
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## LETTERS *continued*

three to four children. Sometimes the shortest distance between two points is a straight line, whether it is crossing a contour or soiling the economics of a 600-house project hitherto unusable land.

HENRY CHARLES BURGE, architect  
La Canada, Calif.

• Stilter Hay and Terracer Burge have both NAHB neighborhood development awards. Burge has also won two awards for housing projects from the Southern California AIA.—ED.

## HOW MANY CONVERSIONS?

Sirs:

You (James M. Geer, H&H, May '54, Letters, p. 110) are correct when you state that the 1940-50 net gain of 8.6 million dwelling units which I used in my analysis (H&H Feb. '54, p. 45) included housing on farms as well as in urban and rural nonfarm areas. However, I cannot agree that the inclusion of farm housing inflates the estimated number of dwelling units created by conversions during the decade. On the contrary, the fact that the stock of rural farm housing was reduced by 1.3 million units between 1940 and 1950 means that the nonfarm housing inventory must have increased by nearly 10 million units in order for the total to show an increase of 8.6 million.

The real point, however, is how many of the 4 million unaccounted-for nonfarm dwelling units are based on conversions and how many are the result of weak statistics in the field.

But even making as many allowances as seem reasonable, there is still a substantial gap which can only be accounted for by conversions.

C. B. REEDER  
Economist's office  
Armstrong Cork Co.  
Lancaster, Pa.

## ERRATUM

In the Design Standards and Data sheets on roof coverings (H&H, March, '54, p. 161) data for 300-lb. asphalt shingles were omitted. These are listed below.—ED.

Type	Asphalt
Description	Strip shingles, 3 tabs
Slope—minimum	3" in 12"
Weight	300 lb. per sq. ft.
Size	36" wide, 15" long
Butt thick	.200"
Cost per sq. ft.	.23*
Guaranty	10 years
Underlay	15 lb. Asphalt felt
Fastener	G.I. or aluminum nails
Application	On 6"-9" T&G wood deck
Lap or exposure	5" exposure—5" head-lap
Color & texture	Coarse mineral surface —many colors
U. lab. rating	Class C

\* This cost figure has been provided by the manufacturer. Comparable costs in the original tabulation have been questioned and are currently being re-examined.



## 17% of FHA 608s in South Carolina have hit financial trouble or foreclosure

(continued from p. 41)

stockholder, filed against the firm. The suit was settled, and only briefly reported in the press at the time, some two years ago.

Most of the facts are put down by Long in his complaint, now filed with other records of the case in the Charleston county courthouse. In brief, the complaint tells how Long entered into a contract with Skinner & Ruddock to build an apartment house in Savannah for \$1,465,000, and how, later, they both joined in getting an FHA commitment for the same project of \$1,810,893. It is probably one of the rare instances in which such an agreement can be found in public records, especially in such a detailed way.

If Long was successful in completing the arrangements, "and in constructing or causing to be constructed the said building . . . for a less amount than FHA's estimated cost of the building," then Long, or Savannah River Apartments, of which he was president, "would be given the benefit of the lower figure."

Although Long, or Savannah Apartments, Inc., was to get the benefit of a lower construction cost, Skinner & Ruddock was, according to Long, to sign the FHA form as builder. Skinner & Ruddock was also to make the surety bond. If the building cost turned out to be lower, then Savannah Apartments was to reimburse Skinner for the difference in premium "between the amount Skinner & Ruddock was to be paid . . . and the amount set forth in the formal contract on the FHA form that Skinner & Ruddock was to sign."

"It was agreed," Long said, "that Skinner & Ruddock would sign the construction contract, the contract bond, and all other documents . . . required to be signed by a contractor" under FHA rules, "it being clearly understood and agreed" between Skinner & Ruddock and Long "that Long was in fact principal contractor, and that Skinner & Ruddock was subcontractor and agent of J. C. Long." Long submitted with his complaint documentary evidence to show that the following events took place, as agreed.

1. On July 26, '50, Skinner & Ruddock agreed to "duplicate" the Charleston apartment house in Savannah, for \$1,465,000.

2. On Aug. 3, '50, Savannah Apartments was incorporated, and the Skinner & Ruddock agreement was, according to Long, "ratified," with the understanding that "all benefits" were to accrue to J. C. Long under the contract as third party beneficiary."

3. On Sept. 5, '50, Skinner & Ruddock signed an FHA form which gave the estimated cost of construction as \$1,810,893. On a "trade payment breakdown" form submitted with the formal contract, Long, as president of Savannah River Apartments, signed his name below a detailed list of construction costs which totaled \$1,810,893.

4. Skinner & Ruddock gave a surety bond of \$181,089.30.

What happened during construction of the project is in dispute. It never was adjudicated, but was settled out of court for an undisclosed sum. There is, however, indication in the complaint that Savannah Apartments was to be built under a relationship that had already been established in construction of the Sergeant Jasper Apartments in Charleston, a 608 project for which a corporation in which Long as a stockholder received an FHA commitment of \$2,068,800, and which was built by Skinner & Ruddock. The complaint asserts that Savannah Apartments was to be a "duplicate" of Sergeant Jasper Apartments. Among many other 608 projects built by Long in South Carolina were five multistoried apartment houses in the small towns of Greenwood, Rock Hill, Orangeburg, Sumter and Anderson. All have been foreclosed by FHA, and each of

them received an FHA commitment of \$423,000 varying only within a hundred dollars.

**Mistaken judgment?** In the opinion of some South Carolina builders, it was only a mistake of judgment that caused FHA to approve these projects. In all, FHA gave commitments on 85 Sec. 608 projects in South Carolina. They totaled \$39,260,333 for an average of \$461,886.27. Of the 85, the mortgage has been assigned or FHA has foreclosed on 15. That is 17%. In an essentially rural state with only two or three cities above 100,000 and none more than 200,000, multiple-story dwellings appear to be of doubtful value. Actually only five or six of the multiple-story buildings seem to be doing quite well. They are in Greenville, Charleston and Columbia.

The one in Orangeburg, Glover Apartments, is much like the others in physical aspects as well as in its failure to attract tenants. At the end of April '54, after the government had foreclosed, only 10 of the 50 units there were occupied.

"They just don't suit the taste of this town," said G. W. Dukes, Edisto Real Estate Co., who operates the apartments for FHA. There were, furthermore, rumors in Orangeburg that the apartment would be "hard to sell now" because of "the land situation."

Records in the Orangeburg county courthouse tell the following story:

► On April 4, '50, J. C. Long bought from a local doctor two parcels of downtown land for \$50,000. Parcel A fronts on Orangeburg's main street, which is also an artery for the popular North-South Highway No. 301. Parcel B lies behind it, fronting on a narrow side street.

► On April 5, '50, Long transferred Parcel B to Orangeburg Apartments, Inc., of which he was vice president, in exchange for stock equal to \$50,000, or at least that is what the revenue stamps on the deed indicate.

► On April 6, '50, the First National Bank of Atlanta, Ga. was given a mortgage on parcel B along with an easement of 15' through Parcel A.

According to records, Long still has clear title to Parcel A, which is 100' deep and has a 129' frontage on Orangeburg's main street. An Orangeburg realtor put the value of this piece of property at "about \$250 a running ft., or say \$25,000."

"But the trouble is," said the realtor, "who's gonna buy Glover Apartments from FHA, with somebody else owning the main-street frontage? whoever wanted to buy the apartment would almost have to buy that lot in front of it."

**Recurring faces.** In the 608 program in South Carolina the names of Rudolph Barnes, a Columbia attorney, and of William Lyles, senior partner of the Columbia architectural firm, William Lyles, Bissett, Carlisle & Wolff, come up just as frequently as they did in the Title IX "H-bomb Plant" housing program built around Aiken in 1952 (H&H, July '52, News).

There allegations were made that Lyles and Barnes got what turned out in fact to be a great portion of the architectural and legal business because of "favoritism" shown to them by Bailey. But builders and bankers involved in the 608 program insist that Barnes and Lyles "knew the FHA book" as did nobody else in the state.

"It's true," said a banker, "that Bailey would tell people to see Bill and Rudy, and maybe he shouldn't have done that. But Rudy worked day and night studying FHA forms. I myself told builders who came to me to go see Rudy and Bill, and I still do it."

Bailey himself said recently: "Sure, if somebody asked me about an architect or a lawyer, I'd tell them about Rudy and Bill."

Whatever the reasons, the result is that Lyles, according to his own estimate, did "about 50"

of the South Carolina 608's, and Barnes handled all or part of the legal work on "about 40 or 50." Mortgage brokerage fell largely to two firms: August Kohn Co. or C. W. Haynes & Co., of Columbia. The Citizens and Southern Bank made a significant portion of the construction loans.

"South Carolina is a small state," one builder commented, "and it's understandable that folks did business on a basis of mutual confidence, and that narrowed it down in South Carolina to what looks like, but isn't, a suspicious few."

**Dissenting opinion.** Against this must be stacked the testimony of a respected businessman who refused to be identified "because I've got to go on living in this state."

"Somebody came to me and outlined a deal for a 608," this man said. "They told me just how we'd go about getting our commitment. I went home and searched my soul, and I just couldn't go through with it."

As to frequently made allegations that Bailey was taken by builders to bowl football games, on fishing trips off the Florida coast, and in private planes to see the sites of proposed housing projects, one of the men who did receive 608 commitments remarked:

"Sure, we took the Judge around. We all knew him as a friend and a likable fellow. Why, it would have been real mean to leave him behind."

"What you've got to remember about this whole 608 thing," said Lyles recently, "is that the government wanted housing badly, very badly. Whether they meant to or not, FHA officials put it to everybody in the building trade in such a way that it looked as if the government expected builders to 'mortgage out.' They came along at a time when all of us—contractors, architects—when everybody had all the work he could do and more."

"The whole thing was an incentive program set up by the government, not by private businessmen. It's been a good program, on the whole, with plenty of good housing produced under it, plenty that's turned out fine right here in South Carolina."

"Now," he concluded, "they come along and act as if everybody involved in it was a crook just for having taken on the work they begged us to do."

**Builder Long's position.** Somewhat the same position has been taken by Long, in pleadings against the government for foreclosing on him in some of his apartment projects. In each of four proceedings he took, in documents that are now on record in the federal courthouse in Columbia, an almost identical position. He claimed that he had been "induced" by FHA to construct the projects, and that "if the project was proved not financially successful after its completion, the FHA, as preferred stockholder, would assume operation of the project until it became self-sustaining, and would then return the operation thereof to its owners."

His understanding was, Long said, "that the only possible risk . . . was a mere loss of whatever profit the investor, the builder or the developer might have in the property."

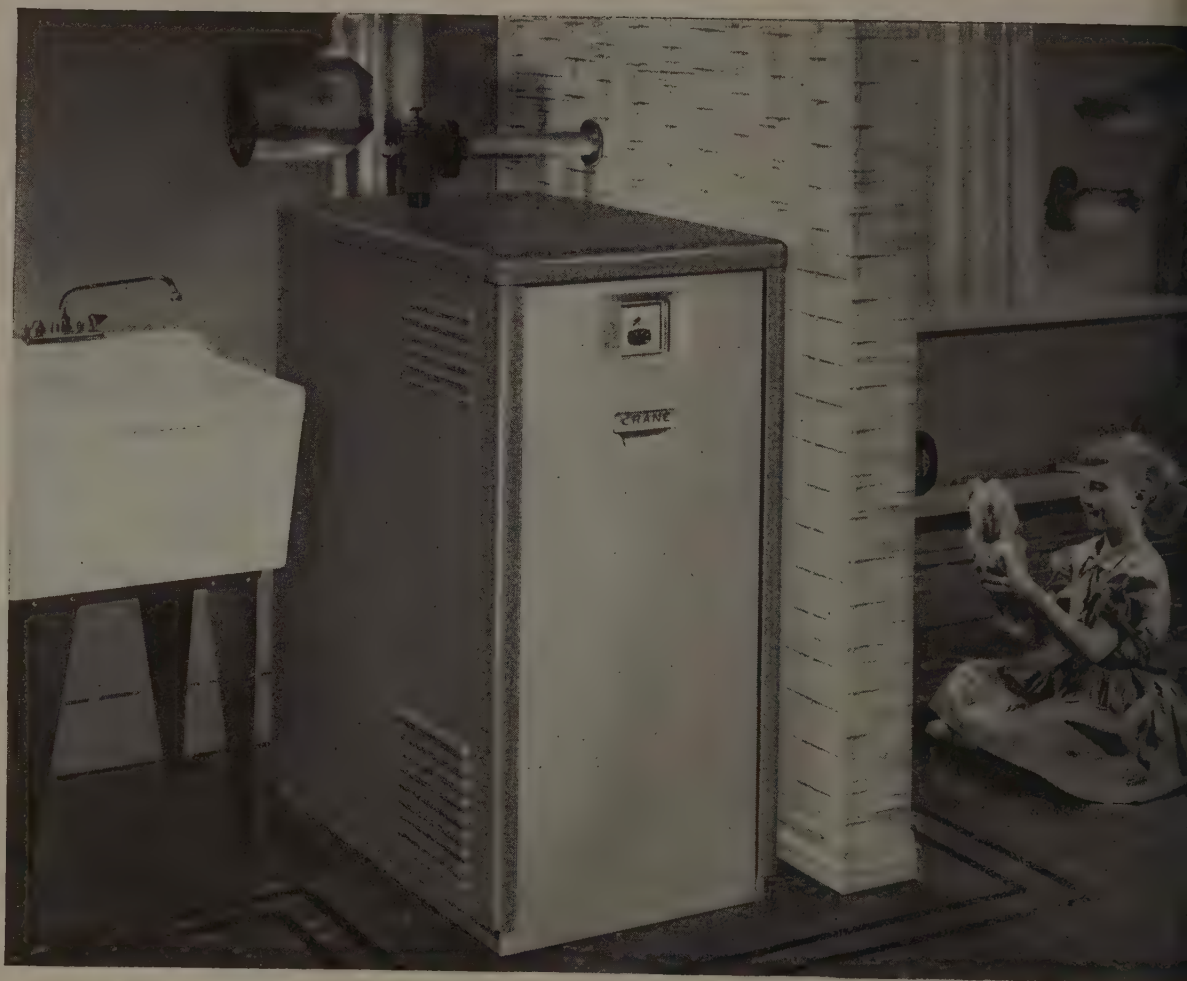
Long even allowed himself to reminisce, to recall a meeting he alleges was held by FHA officials in Columbia on Jan. 15, '47, to which the South Carolina building industry was invited.

At the meeting, said Long, a zone attorney for FHA (unidentified) told the audience:

"Today FHA is like the latest model of an airplane on a giant runway headed upwind for a take-off. All of our engines are turning over at full speed. From the Washington control tower we have the green light. We are waiting for you, Mr. Investor, for you, Mr. Banker, and for you, Mr. Builder, to climb aboard our plane with us so we can take off and get started. The FHA is waiting and all set to go. What about you?"

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Its potential advantages for builders and architects, designwise and costwise. Two houses illustrate how it can be used:

1. Speculative house in Sarasota, Fla. by Architect Gene Leedy for Contemporary Builders, Inc.
2. Architect John Black Lee's own house at New Canaan, Conn. Design standards: plank-and-beam systems for residential construction, part I, by Harold Sleeper, FAIA.

### 116 FOUR-BEDROOM HOUSES

Larger houses meet the needs of larger families. Three of them by:

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Post-and-beam construction, movable screen walls, tailored storage, etc. are old ideas. Example: a seventeenth-century Japanese house recreated by New York's Museum of Modern Art.

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For the San Diego show, Architect Lloyd C. Ruocco developed a steel post and wooden beam house with a handsome exterior and flexible plan.

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*Teohbuilt, Mass.*



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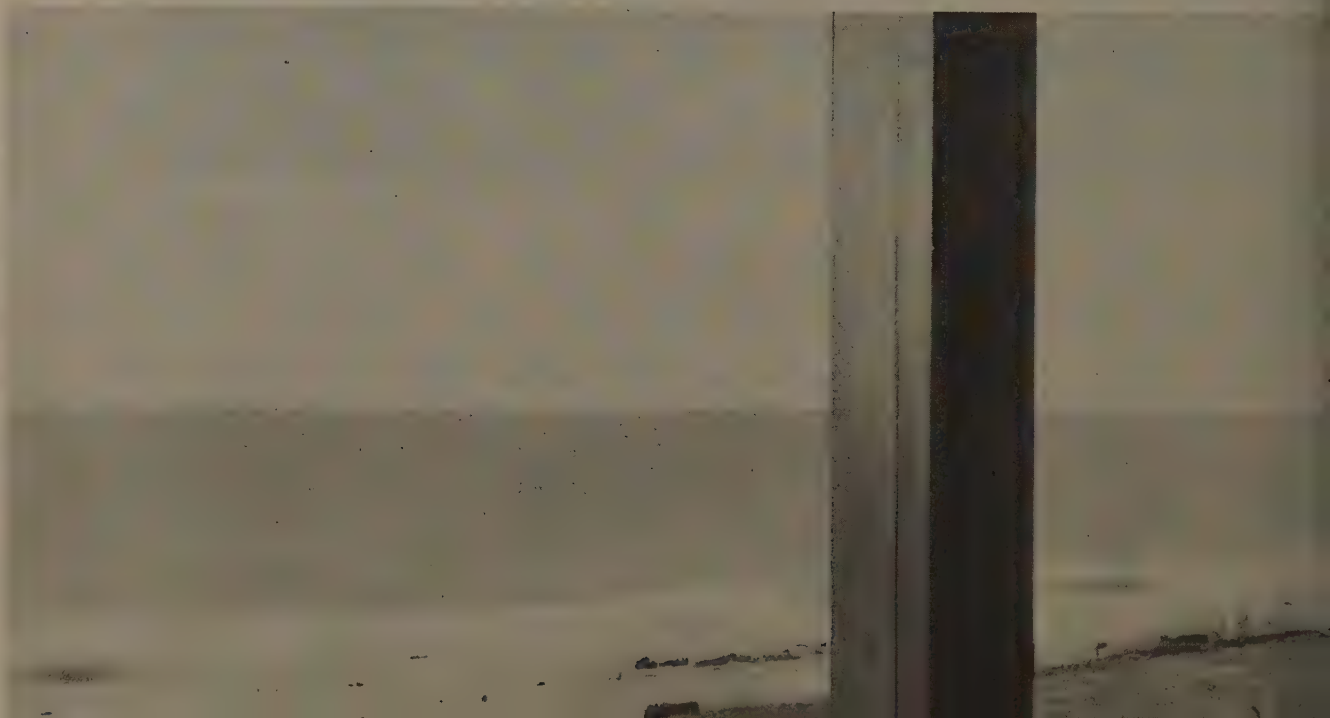


*O'Neal, Fla.*



**Why have all these builders switched to**

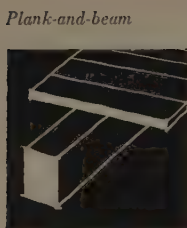
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James T. Strong; Maynard Parker; Robert C. Lautman; Rondal Partridge; F. L. Miller.







*Post-and-beam*



*Plank-and-beam*

This issue of HOUSE & HOME contains several stories on post-beam-plank construction—not because we think that all houses should be built this way, but because post-beam-plank offers more advantages than many members of the homebuilding team—architects, builders, lenders or suppliers—seem to realize.

The system has a very long tradition. In fact, it is one of the oldest ways of building with wood. What is new about post-beam-plank is that today, with our improved tools, our improved assembly methods, our improved engineering know-how and with new sheet materials and panels readily available, this fine old system of wood construction is re-appearing in more and more contemporary houses.

To find out why this is happening, the editors of HOUSE & HOME herewith present four stories on post-beam-plank: a story on part of its history—p. 138; a story on its use by three builders—p. 116; a story on its revolutionary potentials as demonstrated in a home show house—p. 146; and this story on all its pros and cons, its costs and economies, its advantages and problems.

*Scholz, Ohio*



*Stern & Price, Calif.*



*Bridges, Va.*



*Eichler, Calif.*



*Loucks, La.*



## Post-and-beam and/or plank-and-beam?

**Is it cheaper?**

**Can it help your plan?**

**Can it give you a better-looking house?**

*The answer to all three questions is "yes—but" or "sometimes—if."*

*For detailed reasons, please turn the page.*

Post-beam-plank is a wonderful structural system *if you use it right.*

Every builder knows that there is no such thing as one perfect structure that will fit each and every house. But there *is* such a thing as a near-perfect structure for a specific type of house.

Post-beam-plank is such a structural system, for it offers certain specific advantages to a specific kind of house: it offers advantages of openness, of flexibility, of ease of construction, of good looks to modern, glassy, open-plan houses.

Whatever you may have thought about the system in the past—

## don't try to build a modern house until you have investigated post-beam-plank

Chances are that it will save you a great deal of money on *parts* of the house (the glassy, open-plan living areas) and you may find it more economical to use in the rest of the house as well.

Obviously, the system may not save you any money the first time you try it (although it *did* save Builder Joseph Eichler 10% after the first 20 houses, almost 25% after the first 80—once his carpenters got used to it). The system may not save you any money on a traditional house with its big wall areas, small window openings and tight little rooms. It may not save you very much money on a two-story house (although Techbuilt used it in theirs, and liked it). And plank-and-beam is not a very good system where you may wish to conceal ducts or wiring in the ceiling (1), or where you may want a heavily insulated roof.

But with all these qualifications clearly stated, we still say that post-beam-plank can be cheaper, can help your plan and can give you a better-looking house. As Builder Jack Sargent of the Jayhawk Co., Topeka, Kan., says: "It is a very clean and simple type of construction, and we will continue to use it until something better comes along."

So here is why so many builders have switched to post-beam-plank—and here is how to exploit the system to the full:

### Yes: post-and-beam can be cheaper . . .

- . . . because the system requires fewer structural pieces of wood and fewer structural connections between those pieces.
- . . . because the rest of the house is nonstructural, which means that it can be assembled and prefabricated in a shop, then inserted into the structural frame. Result: less site labor.
- . . . because the system works best when designed on a module, and any module is an aid to simpler and faster construction.
- . . . because you can—if you design your structure right—cut down your foundations (in a slab house) to a very few 4'-deep concrete piles (2).
- . . . because you can get a big cantilevered floor (in a crawl-space house) supported on a very small foundation.
- . . . because you can easily get deep, cantilevered roof overhangs along at least two long sides of your house (3).
- . . . and because you can sometimes eliminate heavy lintels over glass along those same two sides of the building.

Says Builder Joseph Eichler, San Francisco, Calif.: "Last year we built some houses using a truss system. While this figured out cheaper on paper, it was actually more costly because of the many more operations that were required . . . those extra operations made the over-all operation more costly."

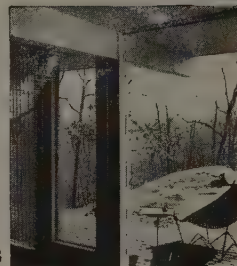
### Yes: plank-and-beam can be cheaper . . .

- . . . because it can give you a finished ceiling free of charge with your roof deck.
- . . . because this means big savings on bridging, joists, sheathing, lath, plaster and their installation (4).

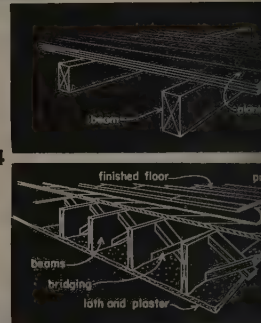
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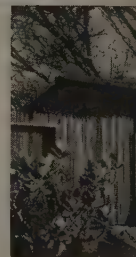
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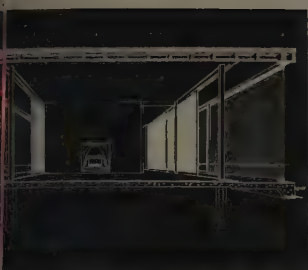


9



10





2

1. Harold Sleeper, archt., 2. Gene Leedy, archt.,  
3. J. B. Lee, designer, 4. Harold  
Sleeper, archt., 5. Harry S. Weese, archt.,  
6. Anshen & Allen, archts. for Eichler Houses, Inc.,  
7. J. B. Lee, designer, 8. G. Nemeny, archt. . . . All storage  
walls are movable, 9. Smith & Williams, archts., 10. Anshen  
& Allen, archts., 11. Western Homes, James C. Gardiner, archt.



5



7



11

... because you can nail planks onto the tops of beams more easily and quickly than you can toenail joists on top of beams—and you can make the planks thinner by making each plank span across three or more beams. . . . because the system gives you added ceiling height without increase in over-all cubage (since the roof is only a couple of inches thick, and the dropped girders can be spaced so far apart that they do not “read” as a lower ceiling plane (5).

... and because the system enables you to have deep roof overhangs on all four sides of your house, without any trouble and at little extra cost.

Says Edward Diehl of Techbuilt, Inc., Cambridge, Mass.: “Plank-and-beam makes a thinner floor and roof construction possible, thereby producing more living space for less building envelope. . . . We prefinish the undersides of our roof and floor panels at the mill. An actual plank roof needs expensive, rigid insulation in our climate. Hence we use a stressed skin floor and roof panel in place of the planks.” [The principle remains the same, however. Other builders report that wood planks should be of choice grade fir or redwood to avoid shrinkage. Numerous synthetic planks are on the market, have worked out extremely well—as, for example, in the Eichler house on p. 116.—ED.]



### Yes: post-and-beam can help your plan . . .

... because you can fit large sheets of glass, large windows or large glass doors between the posts around the perimeter of your house. Result: a merger of indoor and outdoor spaces, which makes the indoors look much bigger than it really is (6).

... because your roof “umbrella,” in this system, is supported on a very few points (and not on bearing walls) and these points can be spaced very far apart. Result: adjacent rooms can be made to flow together, to form “open plans”—which means that even small rooms can appear big. Note: it is true that post-and-beam systems may, occasionally, give you a free-standing post in the living area. Far from forming an obstacle to good planning, such free-standing posts can help support built-in units, “space-dividers,” etc. Good architects have used them that way for years (7).

... and because your walls, partitions, closets, etc., are in no way tied to your structural system. Result: you can place them anywhere you like, at any angle or in any curve; you can move them around at will; slide them open or shut; and you can alter or *expand* the house at any time without having to worry about impairing its structural safety (8).



### Yes: post-and-beam can give a better-looking house . . .

... because the system tends to give your facades a regular rhythm or pattern, especially if the post-spacing follows a module. Result: you can have as many different materials, textures and colors as you like—and you will still end up with an orderly, coherent facade (9).

... because the system also tends to give your ceilings an orderly look. Since the dropped beams will, in most cases, span the *short* direction of your living areas, the rhythm of a series of beams spanning in that direction will make the room appear broader than it really is (10).

... and because the heavy, exposed outrigger beams in roof overhangs can give a handsome shape and pattern to the edge of your roof.



### Yes: plank-and-beam can give a better-looking house . . .

... because the inexpensive, extra ceiling height made possible by a plank roof makes for a very attractive living room (11). In a truss (or similar) roof all ceilings—whether in the 35 sq. ft. bath or in the 500 sq. ft. living-dining area—are equally low. This may have one or two structural advantages, but it makes for an oppressively dull house.

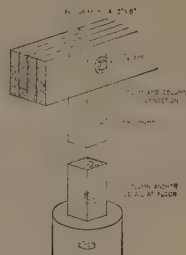
... and because the deep, inexpensive roof overhangs on all four sides of your house can make a 1,000 sq. ft. house look twice its size.

**The houses on the next eight pages demonstrate some of the advantages—and problems—at post-and-beam construction**



## POST-AND-BEAM: it can give you open plans and glassy walls

The Florida house (shown on these pages) dramatizes one of the main advantages of post-and-beam construction: for this house is supported entirely on 22 posts, each 4" x 4" in size.



To put it another way: this 1,500 sq. ft. house is supported on less than 2 sq. ft. of load-bearing floor area. What does this extraordinary ratio mean in terms of flexible planning, simplicity of construction, better appearance?

► It means that its architect, Gene Leedy, was able to develop a completely open plan—so open, in fact, that half his walls slide away whenever cross-ventilation becomes desirable.

► It means also that he has no load-bearing walls or partitions. Hence his vertical divisions could be of glass, screening or jalousies. Many of them can be shifted around at will. (Leedy's post-and-beam structure carries a joist roof, with the joists hung between beams to produce a flat ceiling throughout the house.)

► And it means that problems of future alteration or even addition will be negligible: no load-bearing walls to punch through, for example.

Here are some additional ways in which Architect Leedy has taken advantage of his post-and-beam system:

► He has protected his interior spaces with 4'-deep overhangs on the two long sides of his house. The overhangs are an inexpensive by-product of his cantilevered post-and-beam frame.

► He has done away with deep, continuous footings around the periphery of his house and instead used 8" diameter concrete piles under each post.

► He has hung his joists between beams. Since the joists take very little of the roof load, he could get away with 2" x 6"s. Result: enough clearance between tops of joists and underside of roof deck to get a completely ventilated roof (see detail on p. 105)—as well as a completely insulated one.

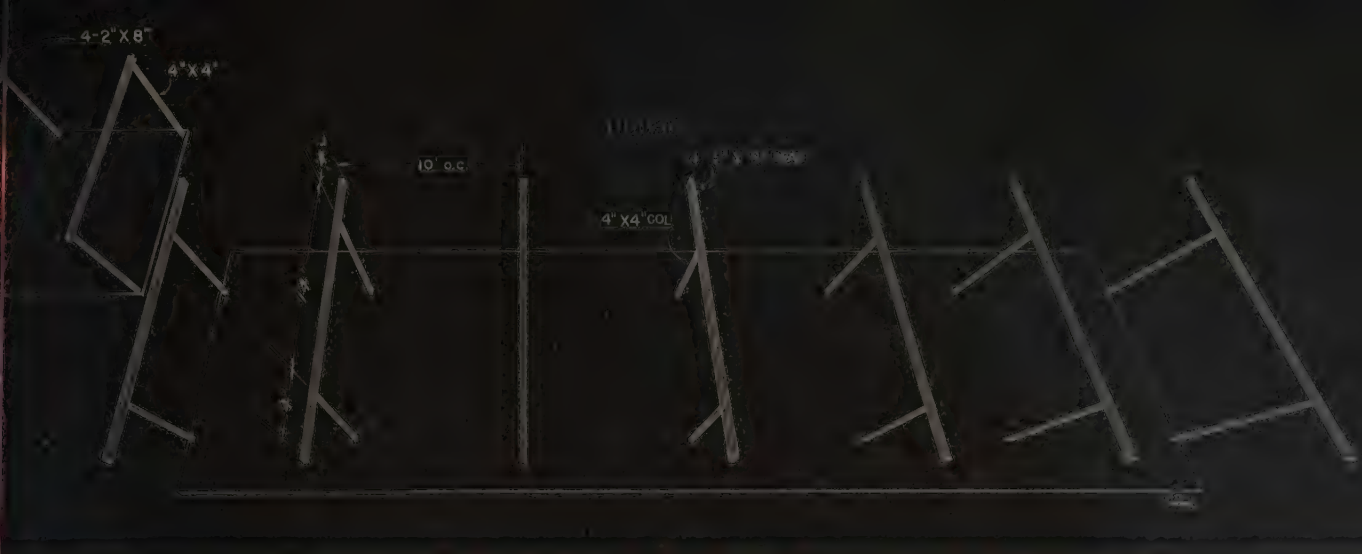
Finally, this seems like a textbook house for any other hot and sometimes rainy region: completely screened, only one room thick all the way, the house becomes a perfect breezeway on hot and humid days; and its deep overhangs afford excellent protection to the interiors during tropical rains.

Jack Holmes



**Carport faces street, with 100' long in-line house using the depth of the narrow lot. Fences and planting were used to give privacy to the glassy house and lot.**

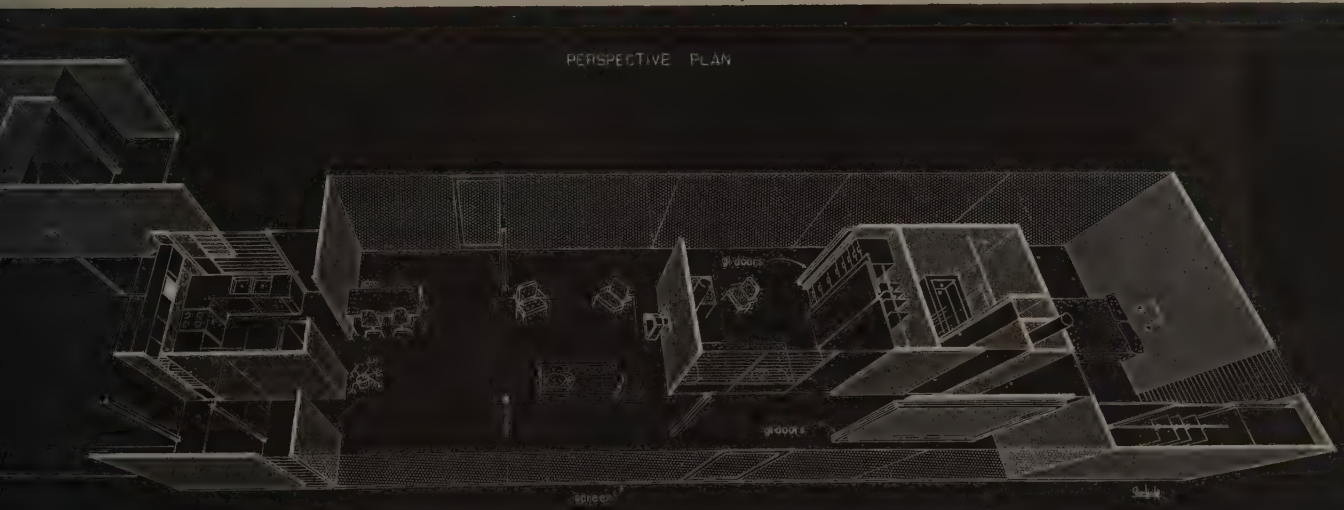




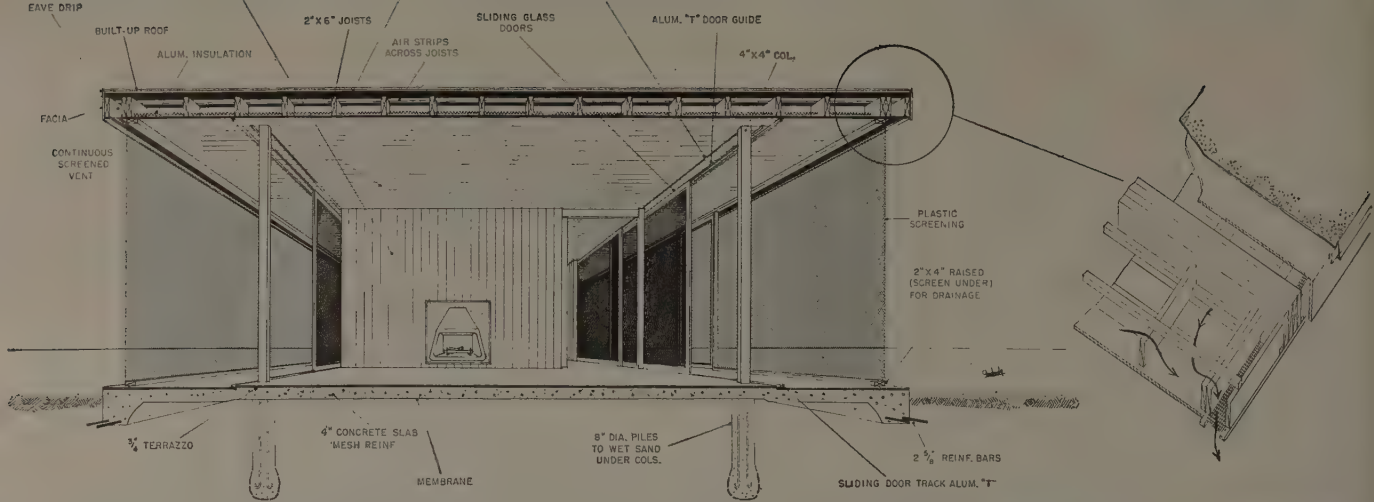
## Posts-and-beams carry the load ↑

*Twenty-two posts, 4" x 4" in size, and 10' o.c., carry 11 beams. Each beam consists of four 2" x 8"s, has a clear span of 14' with 4' cantilevers at each end to provide roof overhangs for the house proper. Joists 2" x 6" hang between beams, span 10' width. While the house sits on reinforced concrete slab with terrazzo finish, real footings consist of 8"-diameter concrete piles directly under posts.*

## Light partitions divide the space ↓



*Interior could hardly be more open: no walls or screens are load-bearing; posts and plumbing fixtures are the only permanent features in the plan. Exterior "skin" of house is of plastic screening, on line with edge of roof overhangs. Sliding glass walls are 4' farther back of this line, just outside posts. Sliding walls can be retracted into a pocket to turn the entire house into a screened breezeway. Jalousie partitions contribute to better cross-ventilation—an extremely important factor in Florida.*



**Typical section** shows 4" x 4" posts carrying cantilevered beams which in turn support 2" x 6" joists. Undersides of joists and beams are flush so as to produce flat ceiling plane. Ceiling was finished with cypress boards stained a warm gray.

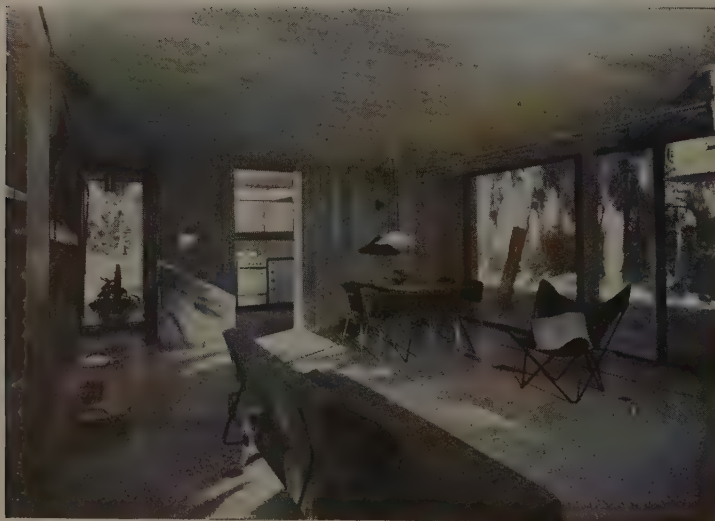
Extreme outside "skin" of house is of plastic screening; 4' inside this "skin" is wall of sliding glass panels. Note individual concrete pile footings under each post. Diagram (above, right) shows ventilation through insulated roof deck.

*Leedy house (continued)*

## Wide open structure

### turns house into big breezeway

*J. J. Steinmetz*



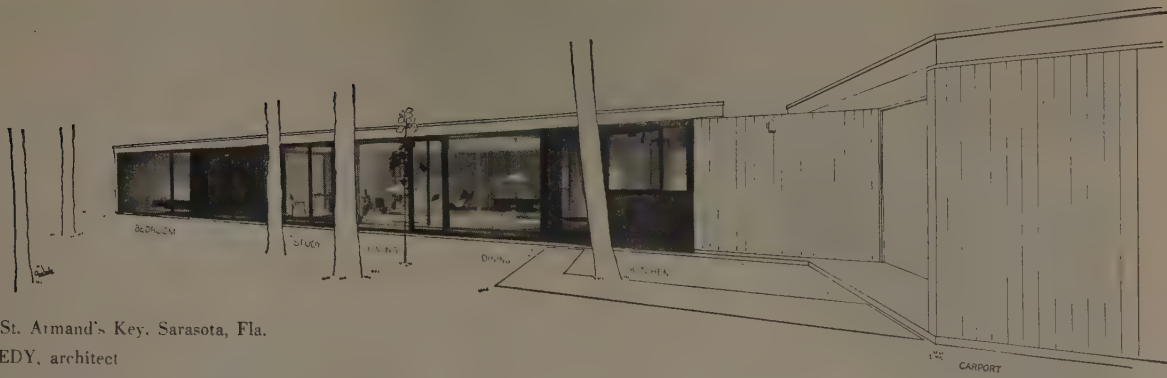
Dining area with kitchen beyond. Floor is  $\frac{3}{4}$ " terrazzo

**Living area** is normally confined between sliding glass walls, can be expanded by 4' on each side to produce 20' x 22' breezeway between fixed panels of plastic screening. Sliding walls are guided, top and bottom, by aluminum T-sections. Slight drop and pitch in floor of peripheral "galleries" protects living area from driving rains.





Combination drawing and photograph explains arrangement of in-line plan



LOCATION: St. Armand's Key, Sarasota, Fla.  
GENE R. LEEDY, architect  
CONTEMPORARY BUILDERS INC., general contractor

Jack Holmes





## POST-AND-BEAM:

### its frame must be braced and balanced

This post-and-beam house by and for Designer John Black Lee has a wooden floor as well as a wooden roof; and in its simple and very logical structure Lee has demonstrated some of the outstanding advantages and problems of the system:

▶ This house stands on 15 pins. Nobody, as far as we know, has yet figured out a smaller foundation for a four-bedroom house.

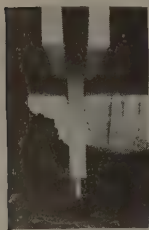
▶ Even supposing the house had been built on a more conventional crawl-space foundation, the cantilever advantages of post-and-beam would still give you 560 sq. ft. of "unsupported" floor space in this 1,900 sq. ft. house (see plan-diagram).



▶ The length of any necessary foundation wall could have been reduced from about 175' (for a conventional house) to about 145' in a cantilevered post-and-beam floor system. Actually, Designer Lee could have cantilevered his floor out on the fourth side as well.

▶ The structure goes together like a Chinese puzzle, with interlocking posts and beams forming very rigid connections. Two important points: 1) Designer Lee

used standard ring connectors with all bolted connections, thus greatly increased rigidity of his joists; 2) while floor beams could "embrace" posts for extra rigidity (see cut), roof beams had to sit on tops of posts and be strapped to them. Reason: single, floor-to-ceiling plate-glass panels could not have been scribed to double beams (see small picture, opposite page).

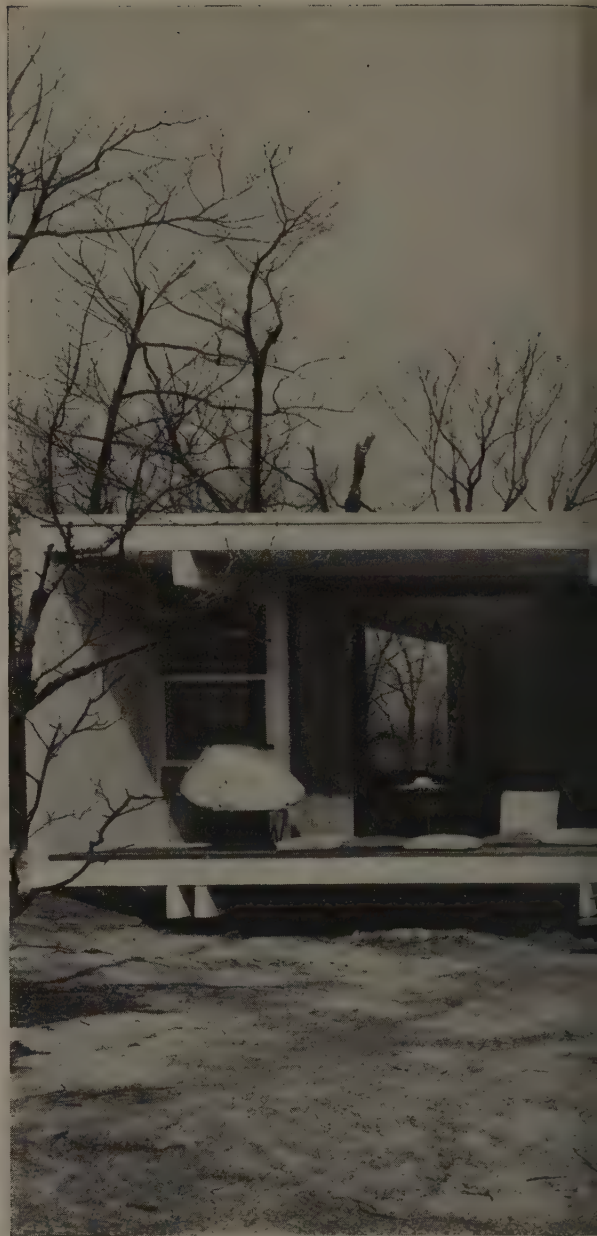


▶ Lee closely integrated plan and structure, was able to use interior partitions and solid exterior wall panels to brace some of the bays in his open grid frame. This is one of the best ways of

bracing post-and-beam.

▶ Lee demonstrated how to make good use of the freestanding posts you tend to get in the living area of a post-and-beam house: use them to help support a built-in piece of furniture (e.g. a fireplace built into a counter).

This house is remarkable in several other ways: first, Lee has concentrated all services in a sky-lit utility core. Second, he has included a multipurpose family room. The room also works as a dining area, as a laundry and workroom, and as a playroom. It is so placed that it can be controlled from the kitchen. Finally, there are four bedrooms in addition to the two living areas—all in a 1,900 sq. ft. house.



**This post-and-beam house**

LOCATION: New Canaan, Conn.

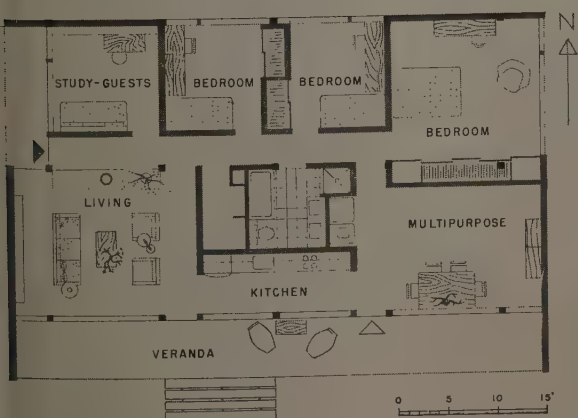
JOHN BLACK LEE, designer

ERNEST RAU, general contractor



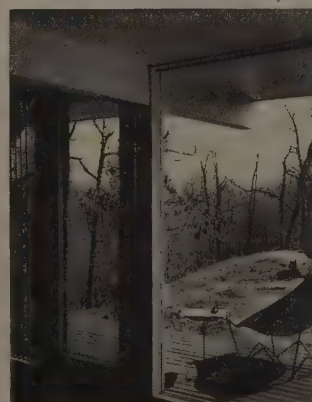


s cantilevered way out beyond its footings



*Plan illustrates integration of space divisions and posts. Many fixed partitions and walls help brace the structure. Structural parts are shown solid black, nonstructural elements are shown in gray. Typical glass-wall detail (right) shows how easy it is to fit sheet materials between posts, and how simple it is to cantilever roof overhangs.*

Photos: Danny Wann





*Perched high on a rock, this house has distant views across treetops. Master bedroom is at right*

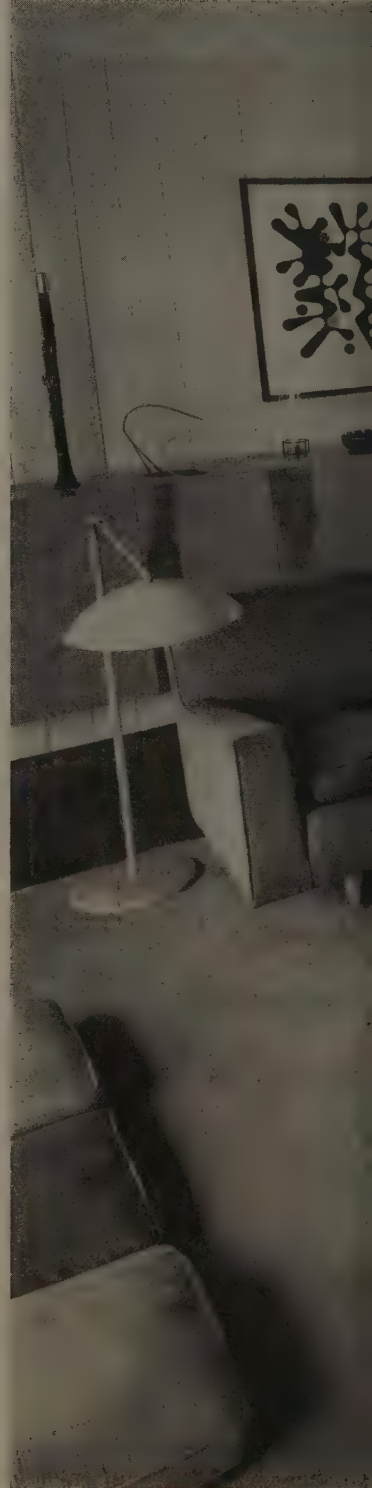
*Lee house (continued)*

## **Grid plan and grid structure form an integrated house**

*Photos: (below and near right): Danny Wann*



*Family room contains laundry and dining facilities, can be controlled from central kitchen*





**Arresting living-room feature** is built-in metal fireplace. Designed as part of a "space-divider" cabinet, the metal unit helps heat the area. Complete unit is hung between two structural posts. Open passage behind cabinet counts as part of spacious living area.



# PLANK - AND - BEAM: lots of advantages, plenty of problems

On the next five pages you will find a detailed analysis by Harold Sleeper, F.A.I.A., of plank-and-beam construction for floors and roofs. Next month, *HOUSE & HOME* will publish another five pages by Mr. Sleeper, showing how to calculate plank thickness, plank span and beam sizes in this system.

These Sleeper details are based upon HHFA's new booklet on plank-and-beam. The authors state, in passing, that most of the plank-and-beam research on which their booklet is based was undertaken by the National Lumber Manufacturers Assn. in 1938, and that it was obvious even then—16 years ago—that the system had tremendous merit.

Now this is a fascinating fact: for it indicates that it took 16 years for consumer acceptance to reach the point at which plank-and-beam could be sold to home buyers.

For plank-and-beam, like post-and-beam, makes most sense in a modern house. This was clear in 1938—but there was no widespread acceptance of modern then. Today there is—and plank-and-beam is coming into its own.

*Eichler house, designed by Architects Anshen & Allen, uses post-and-beam-plank. Synthetic planks are 1½" thick (p. 116).*

*Roger Sturtevant*

## Here is a summary of the most important advantages of plank-and-beam construction:

- ▶ It gives you a roof deck that doubles as a finished ceiling.
- ▶ It is a faster, cheaper system of building.
- ▶ It gives you more ceiling height for less over-all cubage, and it permits you to vary your ceiling heights and shapes—which you cannot do with a roof truss.
- ▶ And you can get deep, inexpensive roof overhangs on all four sides.

## Now, what about some of the problems?

### Problem No. 1: INSULATION

▶ A 2" plank roof, even when protected by 2" of rigid insulation, still has a U-factor of around .11. Now that is not good enough to prevent considerable heat loss in winter or excessive heat gain in summer—in some parts of the US, at least. One way of dealing with the heat gain problem is to build the house in the shade of some trees. But the only sure way of getting the U-factor down to a desirable .07 or even .05 is to add 4" to 6" of insulation.

▶ Condensation: regardless of how much insulation you have on your plank roof, you still need a good vapor barrier on top of your plank and *under* your insulation. In the deep South and on the West Coast, where condensation is not a problem, vapor barriers can be omitted.

**Conclusion:** a 2" plank roof needs additional insulation in many parts of the US—unless your house is shaded by trees. Condensation is a problem in some areas.

### Problem No. 2: CONCEALMENT

▶ It is quite difficult to conceal wiring in a plank ceiling (but it can be done) and more difficult to conceal ducts. Says HHFA: "Much of the savings possible with plank-and-beam can be lost by a poorly planned electrical system."

▶ However, since today's houses use many more base outlets than ceiling fixtures, wires should be run at baseboard level anyway, with occasional extensions to the ceiling wherever necessary.

▶ Moreover, there is usually no reason why a modern builder house requires any ductwork in the ceilings over the living areas. Ductwork may prove desirable in some areas in the bedroom part of the house, but a plank-and-beam house might well employ a dropped ceiling over those areas anyway.

**Conclusion:** you certainly have to think about problems of concealment in plank-and-beam, but you don't have to let them discourage you.

### Problem No. 3: FINISHES

▶ Many architects and builders agree that you need choice grade fir or redwood planks—if you use wood at all—to avoid shrinkage and checking.

▶ Architects Anshen & Allen believe that some planks are too green when they arrive on job, cause moisture troubles during first year of drying out.

**Conclusion:** whether you use wood planks or synthetic planks will be determined by the general, architectural character of your house, and by costs. If you use wood planks, insist on good quality.

## Despite all these problems, plank-and-beam is a good system

Builder Don Scholz, who uses a modified system with dropped, exposed beams and a ventilated, insulated roof on top, has this to say about his system:

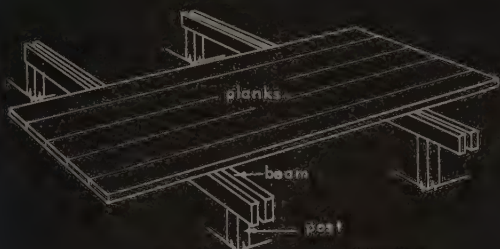
**"The tremendous increase in the apparent size of rooms and the elimination of the low ceiling takes a commonplace house into the realm of the spectacular"**

The next five pages explain how to get these spectacular effects.

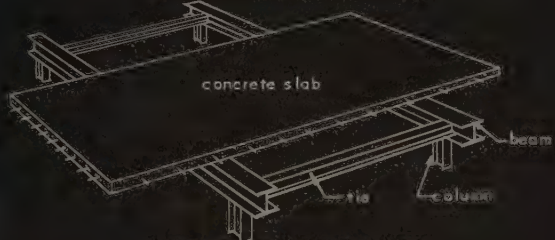


## PLANK-AND-BEAM SYSTEMS FOR RESIDENTIAL CONSTRUCTION: part one

## PLANK-AND-BEAM FRAMING

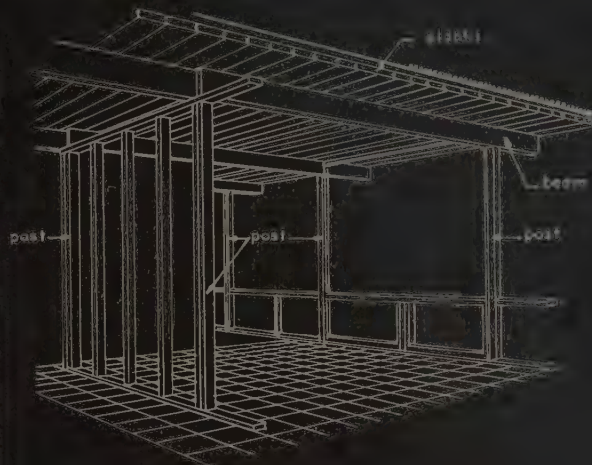


PLANK-AND-BEAM FRAMING



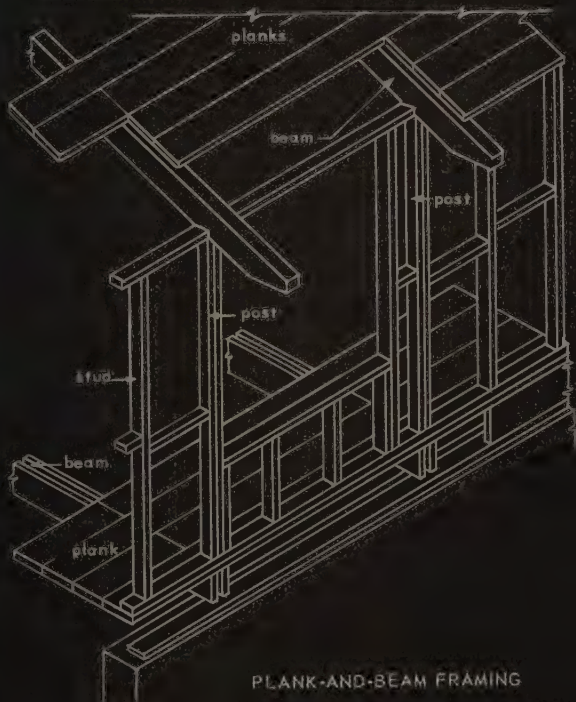
CONCRETE SLAB OVER STEEL

To show its characteristics more clearly, plank-and-beam wood framing can be compared to standard steel framing, which is very similar in principle.



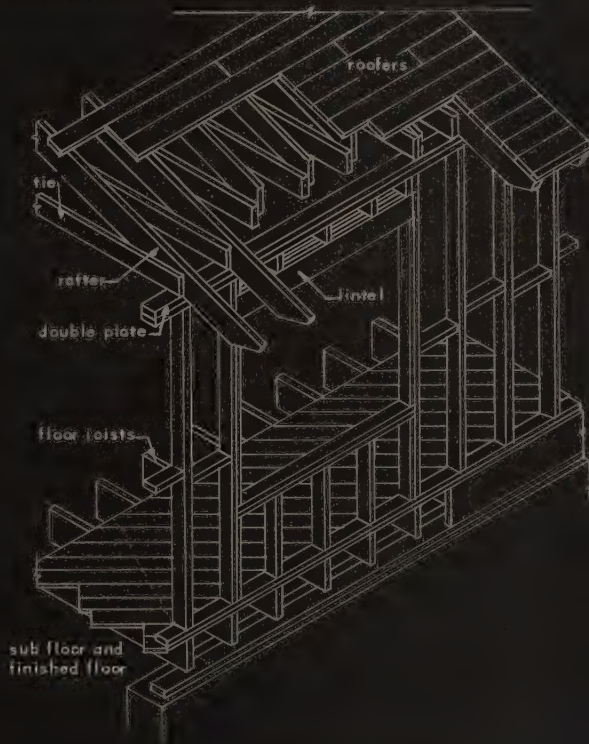
PLANK-AND-BEAM FRAMING

Full benefit of this system is obtained in residential work with an open plan and a modular panel treatment such as 4'-0" dry-wall units and large glass areas.



PLANK-AND-BEAM FRAMING

In this construction, a few large members replace the many small members used in typical wood framing. This results in a saving in the number of members, and, due to rapid site assembly, makes possible a saving in erection labor costs.



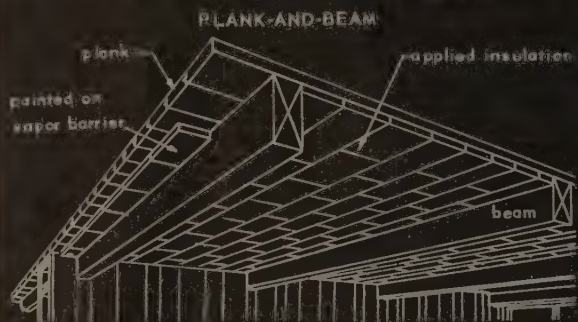
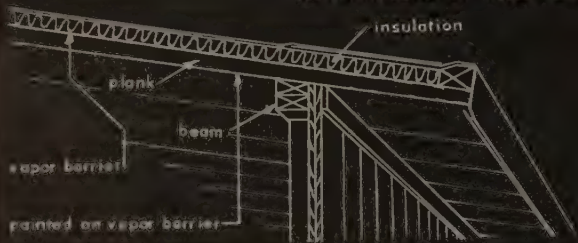
CONVENTIONAL WOOD FRAMING

Compiled from "Plank-and-Beam Systems for Residential Construction" — Housing and Home Finance Agency.



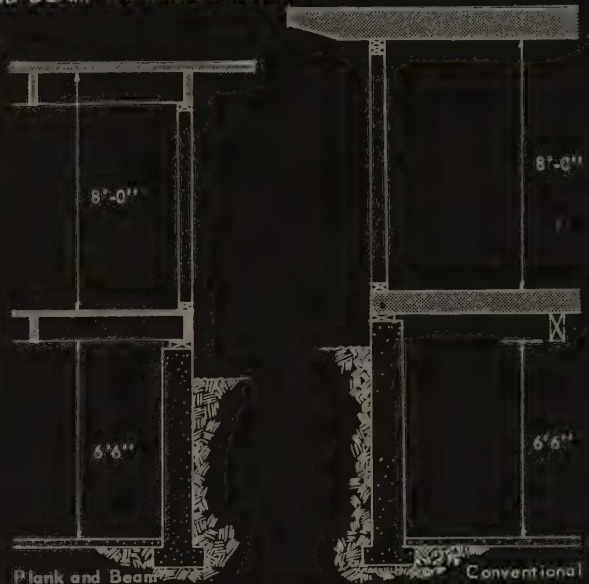
### PLANK-AND-BEAM SYSTEMS FOR RESIDENTIAL CONSTRUCTION: part one

#### ADVANTAGES OF THE PLANK-AND-BEAM FRAMING SYSTEM



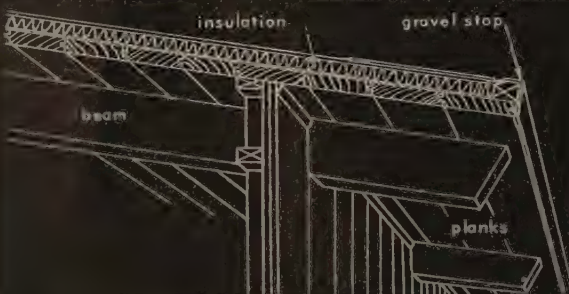
PLANK-AND-BEAM

Lath and plaster may be eliminated by placing the insulation on top of the planks and finishing their undersides or by affixing exposed insulation to the lower side of the plank members.



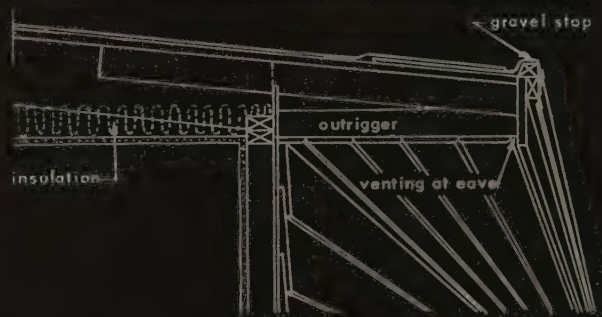
Plank and Beam  
HEIGHT SAVING OF PLANK-AND-BEAM CONSTRUCTION

Plank-and-beam framing saves on building height, making it possible to use shorter wall studs and shallower basement foundation walls.

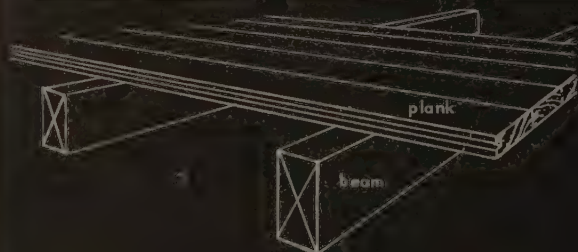


PLANK-AND-BEAM - EXPOSED OVERHANG

Overhang planks can be left exposed without marring the exterior appearance of the building, saving special soffit treatment, fascia and molds.



CONVENTIONAL BOXED OVERHANG



PLANK-AND-BEAM - ROOF OR FLOOR

One thickness of heavy planks, finished on both sides and supported on beams, may form the entire floor construction, replacing the usual finished flooring, subflooring, paper, framing, bridging, and plaster ceiling.

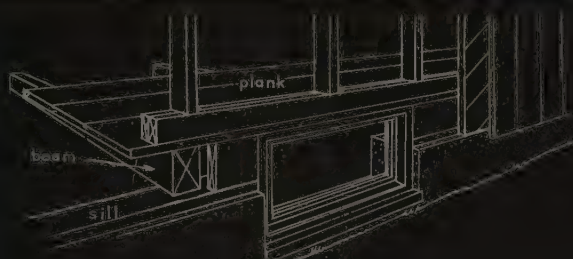
Compiled from "Plank-and-Beam Systems for Residential Construction" - Housing and Home Finance Agency



CONVENTIONAL FRAMING - ROOF OR FLOOR



## PLANK-AND-BEAM SYSTEMS FOR RESIDENTIAL CONSTRUCTION: part one

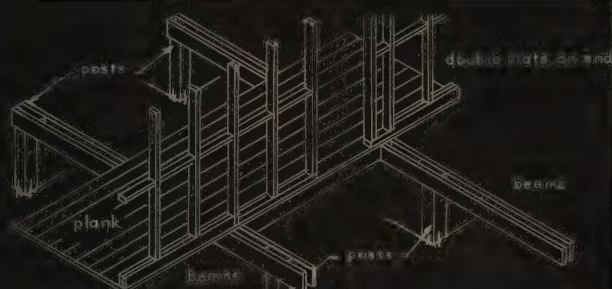


PLANK-AND-BEAM

Basement windows may be placed higher, making it unnecessary to use areaways.

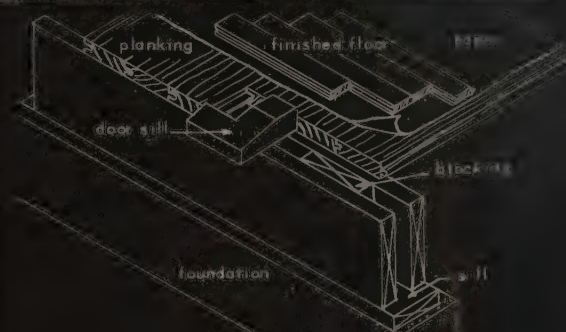


CONVENTIONAL



PLANK-AND-BEAM

Additional framing is necessary under concentrated loads such as partitions and bathtubs. Cross beams or double plates can be used to take care of these conditions.

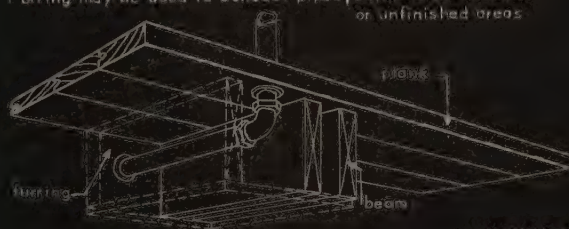


DETAIL OF DOOR SILL

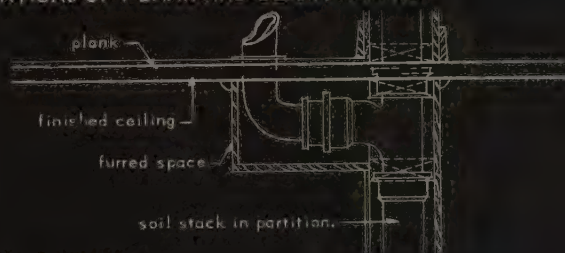
PLANK AND BEAM FRAMING

## MECHANICAL AND ELECTRICAL CONSIDERATIONS OF PLANK-AND-BEAM FRAMING.

Furring may be used to conceal pipes, exposed for basement or unfinished areas.

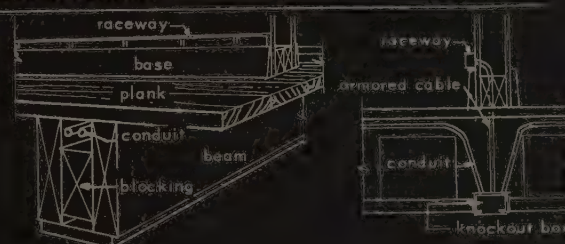


PLUMBING CONCEALED IN FURRING



CEILING FIXTURES

Electrical layouts for plank-and-beam framing should indicate actual locations of runs and details of installation. Conduits left exposed on the ceiling become less conspicuous if they are run along the top side of beams or along the joints of the planking. In some cases the conduit may be concealed in a built-up beam.



SURFACE MOUNTED RACEWAY

Elimination of ceiling lighting fixtures simplifies this problem. However, when desired, they may be left exposed or they may be recessed in the beam.

Surface mounted plug-in strips may be used in place of base receptacles and over kitchen counters to reduce wiring costs.

Compiled from "Plank-and-Beam System for Residential Construction" - Housing and Home Finance Agency



## PLANK-AND-BEAM SYSTEMS FOR RESIDENTIAL CONSTRUCTION: part one

Plank-and-beam framing may produce economy in construction if its design is carefully studied. In all cases local building codes must be consulted.

Following is a summary of possible economies in this construction.

1. Fewer different lengths and sizes of lumber are handled and placed.
2. Such items as bridging, subflooring, plastered ceilings, fascias, moldings, etc., can be completely eliminated.
3. Increased insulation is provided without extra cost.
4. Shorter wall studs and shallower basement foundation walls are required.
5. Areaways can be eliminated.

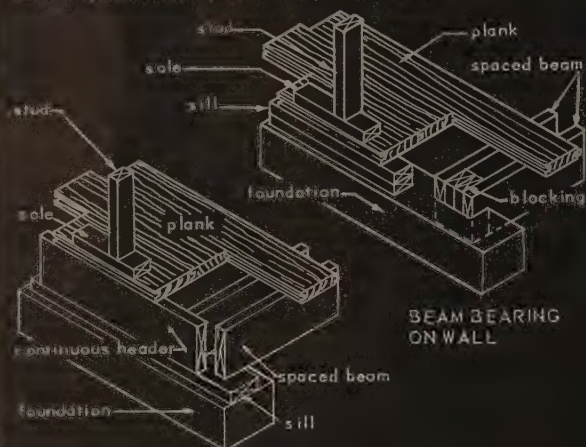
## CONSTRUCTION DETAILS AND FASTENINGS

The members of built-up beams should be securely spiked together from both outside faces. When beam members are spaced, they should be blocked at frequent intervals, and each member should be securely nailed to the blocking.

Where planks butt over a single member beam, a nominal beam width of three or more inches is necessary to provide a suitable bearing and nailing surface for the planks. Planks should be both blind and face-nailed to the beam.

Beams should not be notched unless additional section is added.

At the first floor exterior, a sill may be used, or the beam may bear directly on the foundation wall.



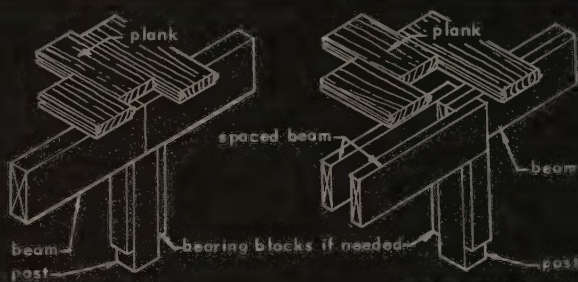
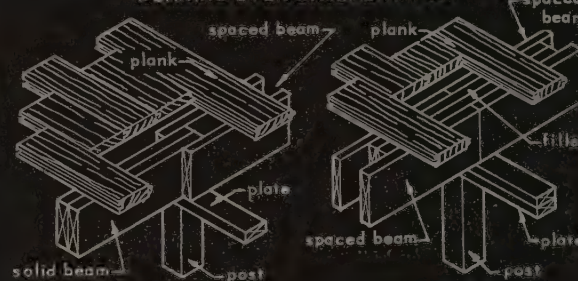
BEAM BEARING ON SILL

Adopted from data by the National Lumber Manufacturers.

In this construction posts (rather than studs) carry the loads, which are concentrated; therefore they must be individually designed for each condition. Column ends should be squared to provide uniform bearing for the beams. Posts, either free-standing or in a partition, should not be smaller than 4 x 4 in section, and when they are built up, the members should be securely spiked together.

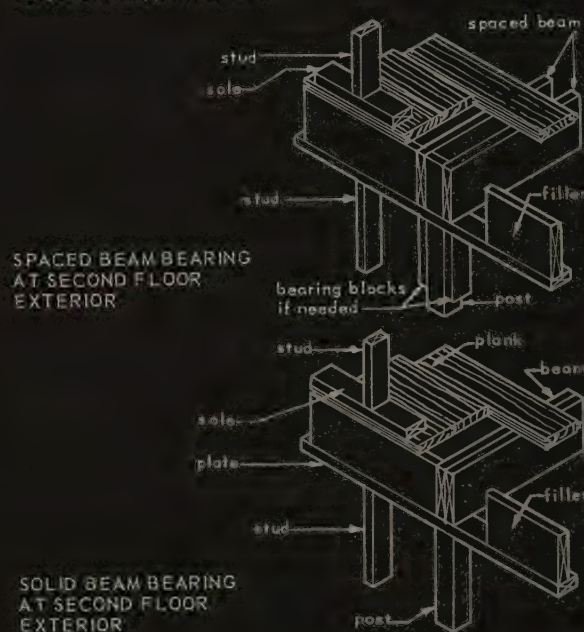
When solid beams butt at a column, a nominal column dimension of 6 or more inches parallel to the direction of the beams is recommended to provide suitable bearing for the beams. It may be necessary to spike bearing blocks to the column to increase the bearing surface. Columns should not be notched unless extra section is provided.

In two-story plank-and-beam construction it is best to cut the studs at the second floor and cap them with a plate to provide bearing for the second-floor beams.

SOLID BEAM  
SPACED BEAM  
BEARING OVER BASEMENT POSTSOLID SPACED BEAMS  
SPACED BEAMS  
BEARING AT SECOND FLOOR INTERIOR

Adopted from data by the National Lumber Manufacturers.

At the exterior wall, solid blocking (box plate) should be provided between beams and between members of built-up beams. The plank flooring should extend over the blocking and studs should rest on a plate placed on top of the planking. The beams should bear on solid or built-up posts which are adequate to support the load.



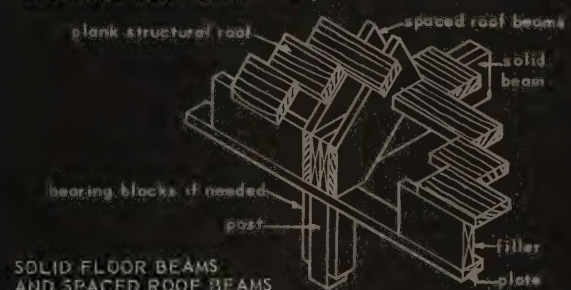
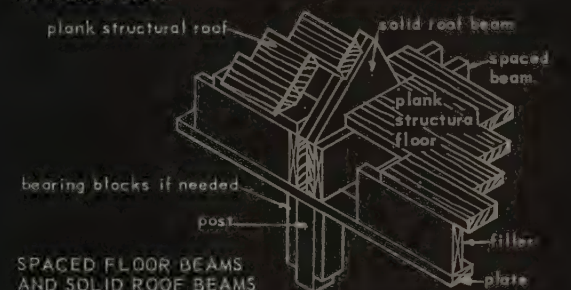
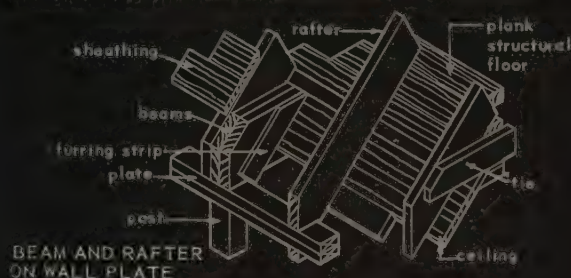
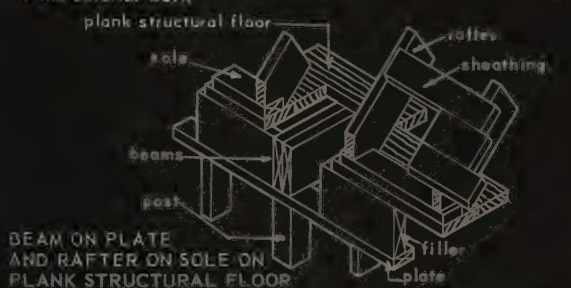
Adopted from data by the National Lumber Manufacturers.

Compiled from "Plank-and-Beam System for Residential Construction" — Housing and Home Finance Agency



## PLANK-AND-BEAM SYSTEMS FOR RESIDENTIAL CONSTRUCTION: part one

It is necessary to have secure connections between the roof beams (or rafters) and the ceiling beams where they converge at the exterior wall.



Adapted from data by the National Lumber Manufacturers.

Where the ceiling beam serves as a tie, it must be considered as a continuous member in tension. Where these tie beams butt together they should lap or be spliced together and spiked securely.

Because plank-and-beam framing utilizes larger members, each carrying larger and more highly concentrated loads than members in conventional frame construction, it is absolutely necessary that the connections and fastenings between these larger members be designed accordingly. Structural members must be securely nailed to each other to provide a well integrated structure. It is advised that all connections in a plank-and-beam framing system be thoroughly checked for strength.

## INSULATION AND CONDENSATION

Much more study is necessary to select the proper amount and type of insulation and vapor barriers which are to be used in plank-and-beam framing, than would be necessary for conventional framing where the insulation is concealed between joists or rafters. In plank-and-beam framing the insulation is either exposed to view on the ceiling, or installed over the planks and under the roofing.

Insulation used on roofs should be sturdy enough to support the weight of men working on it. Since small leaks will develop in any roof, it is best to use an insulation which will not rot, deteriorate, or fall apart when slightly wet, and one whose resistance to the flow of heat is not appreciably lowered by slight wetting.

Condensation on walls and ceilings is caused when moisture-laden warm air comes in contact with a cold surface. This generally occurs in the winter months when there is a great temperature difference between outside and inside.

Warm air can hold more moisture, by weight, than cold air. When warm moist air hits cold air or a cold surface the warm air is cooled to a dew point where it can no longer hold all of its moisture and thus drops particles of its moisture in the form of droplets called condensation.

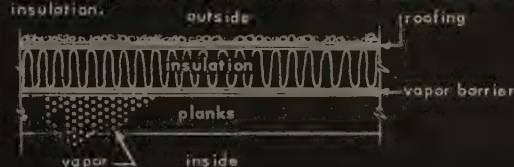
Therefore, if the moisture in a house is kept to a minimum by exhausting moist air created from such activities as cooking, bathing, laundering, etc. through the use of exhaust fans, this condensation is much less apt to take place since the warm air in the house will contain less moisture.

A dwelling vented in this manner need not have an inside relative humidity of more than 40 or 45 percent at a design temperature of 70 degrees F. If such a condition is achieved vapor barriers may be omitted.

Uncontrolled condensation in a plank-and-beam roof may cause paint to peel, planks to rot, or a blistered and leaky roof.

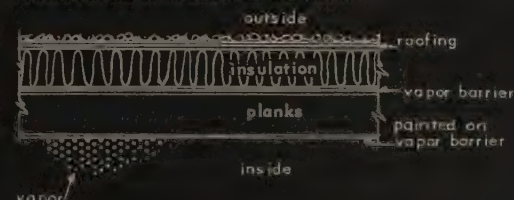
Insulation installed above roof planks should be thick enough to keep the vapor barrier between the insulation and the roof planks warm enough so that the dew point is reached at the point of the barrier.

If the temperature of the roof planks can be kept close to the air temperature in the room, condensation will not occur. As an additional safeguard it is recommended that a vapor barrier be placed between the roof planks and the insulation to keep the moisture in the warm air from penetrating the insulation.



## INSULATION AND VAPOR BARRIER

An additional vapor barrier on the underside of the ceiling will prevent the moisture-laden air from penetrating the wood. This additional protection can be provided by applying various finishing materials to the planks. Several types of paint and "natural" wood finishes are to a high degree impervious to vapor. However, ruptures in this protection may occur from the expansion and contraction of the planks.



## INSULATION AND VAPOR BARRIER

Compiled from "Plank and Beam System for Residential Construction" - Housing and Home Finance Agency.





Photos: Roger Sturtevant

## Four bedrooms solve space squeeze

The US is now experiencing an acute case of space squeeze because Americans are continuing to raise bigger and bigger families. Total births rose to an all-time high of almost 4 million last year. Women are bearing more second, third, fourth and *even fifth* children than they've borne in years; 453 children were born every hour last year.

Beginning in 1951, the three-bedroom house rapidly established itself as minimal for American families. By last year this size and larger houses were 65% of production. This year, four-bedroom houses are doubling (9% over 4%) last year's output. Builders on both coasts are making fast sales with four-bedroom houses. Even prefabbers are adding them to their lines. Among them are Admiral, American, National, P&H.

But building four-bedroom houses raises new planning problems. The three plank-and-beam houses shown on these ten pages demonstrate problems raised and their architectural solutions.

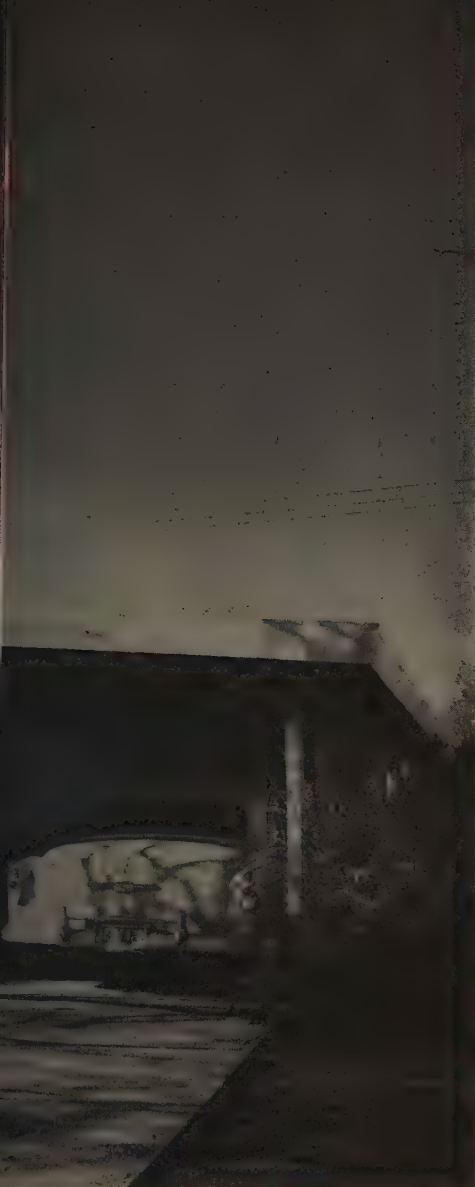
**Builders Mackay & Associates** moved fast and logically as soon as they saw one builder outselling all competition with a four-bedroom house:

**First**, they retained Architects Anshen & Allen. Says Mackay: "I'd never used architects before because I didn't think design was necessary to sell houses and I didn't think architects knew costs. But today the market is so competitive that builders need good design to sell; and I found that Anshen & Allen knew costs."

**Next**, Mackay & Associates got the jump on competition by offering the first four-bedroom, two-bath house in the below-\$12,000 range in their area. "Now," says Mackay, "at least half a dozen others have jumped on the four-bedroom bandwagon and are building or planning four-bedroom tracts."

Mackay was so pleased with his first collaboration with architects that he is using Anshen & Allen on three other tracts.





1



2



3



4



LOCATION: Palo Alto, Calif.  
 ANSHEN & ALLEN, architects  
 MACKAY & ASSOCIATES, builders  
 LEO W. RUTH, engineer  
 STATE MORTGAGE CORP., financing  
 LAMBOURNE REALTY, sales  
 H. VAN SIEGMAN, landscaping  
 HILDE REISS, decorating



For economy, bedroom-bathroom-kitchen arrangement remained fixed; for variety and privacy living-dining area, garages or carports were switched.

# I. The problem inside

These four-bedroom houses were a phenomenal success (a 118-house sellout in four months) not only because of price (from \$11,250 to \$11,550) but also because the builder left special problems to specialists.

► Mackay, a 200-houses-a year builder, gave the architects freedom to concentrate on design while he tackled the broad problems of land acquisition, purchasing, financing and promotion. "And," says Mackay happily, "we both collaborated closely on costs."

► He subcontracted almost every conceivable operation. ("This leaves the margin for error in the hands of the sub.")

► He bought all his lumber pre-cut from the lumberyard rather than set up a shop on site. ("We're sure we save money but, more important, we were able to determine our costs before a house was built, something we couldn't do when we did our own cutting.")

Note the ways Architects Anshen & Allen resolved the major problems posed by the four bedroom houses shown on the six pages.

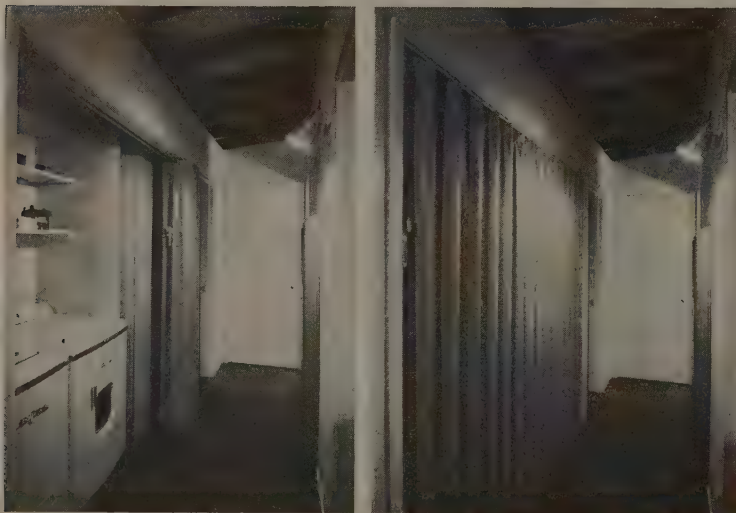
## a) How to put the long hallway

(generally wasted space) to good use →

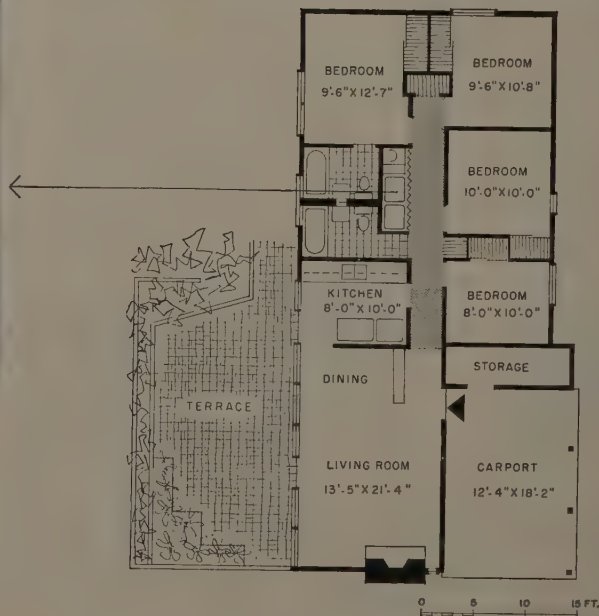
**Solution: put the laundry in the hall**



Photos: Rondal Partridge



*Completely surrounded by bathrooms, bedrooms and kitchen, laundry-utility core is in the center of the laundry load, keeps housewife with a large family from tracking over widely separated areas gathering or distributing linen. Location is better than in kitchen where appliances would take up valuable counter space. Note adjustable lighting fixture and how washer and drier are hidden by folding door when not in use. Vent for clothes drier (and kitchen exhaust fan) is included in over-all price, \$10.25 per sq. ft. for house and land.*



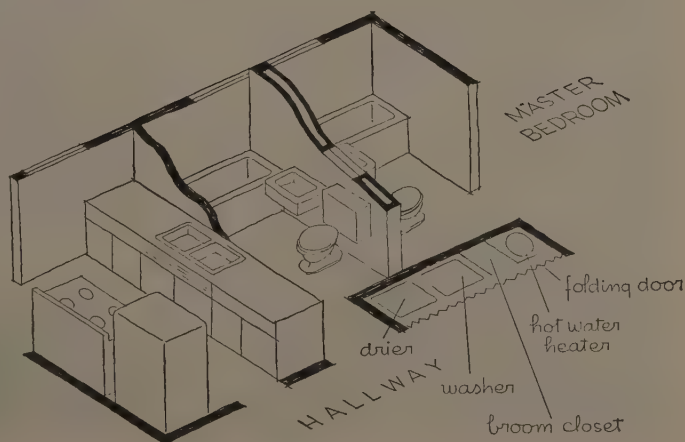




## b) How to pack in two bathrooms, kitchen and plumbing for laundry at low cost

**Solution: back up bathrooms,  
put laundry and kitchen on vent stacks  
in a "T" arrangement**

By concentrating pipes and venting within a 64-sq. ft. area, the architects held the builder's complete plumbing bill to a low \$950. Positioning of extra bath off master bedroom rather than off hallway was particularly appealing to buyers, gave them a feeling of luxury and privacy unexpected in a low-cost, mass-produced house. Bank of America, which granted construction financing, insisted builder offer two full baths rather than bath and a half.



## The problem inside (*continued*)

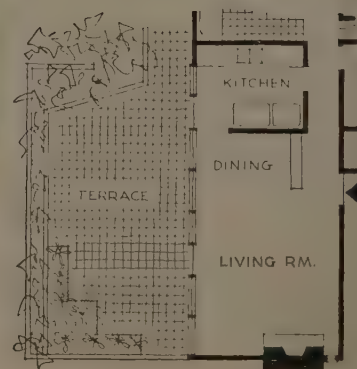
Photos: Roger S.



**c) How to make such a big house  
easy to maintain**



**Solution: concentrate kitchen-dining-living areas  
to make housework easiest**







Knowing families in these houses would be servantless, the architects made the kitchen as much a part of the living-dining area as possible so the housewife-mother could take part in family activities while doing her kitchen chores. Note in plans of the two major living-dining arrangements how directly traffic can move from garage or carport to kitchen, thus keeping the spatter of little feet out of the living room. The whole living-dining-kitchen area seems larger because of the glass walls shaded by overhangs ranging from 2' to 3½'. Over-all openness of plan and walls of glass make the interior light and cheerful—a pleasant place in which to do the work that must be done.

#### d) How to add a little luxury to a low-cost house

**Solution: offer a fireplace at \$300**

**(98% of the buyers bought them)**



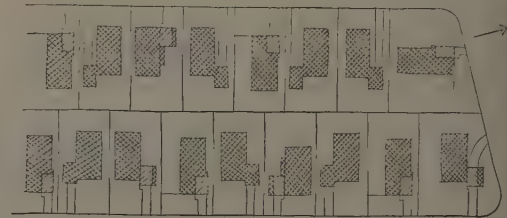
## II. The problem outside



Photos: Roger Sturtevant

- a) How to get a four-bedroom house on a 50' lot  
(to keep the price down)**

**Solution: turn house narrow end to street**



- b) How to keep the house looking handsome—and long**



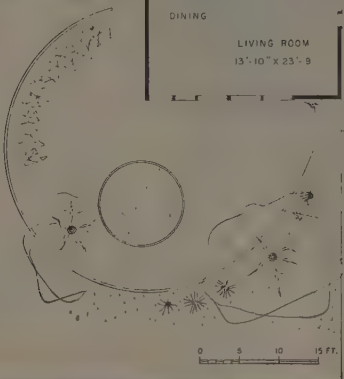
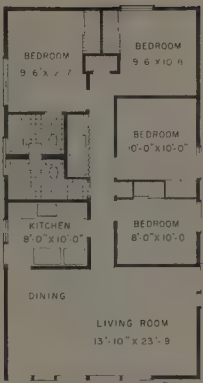
- Solutions: 1) carry roof line of house  
over garage or carport**
- 2) unify doors and windows**





c) **How to provide**  
**indoor-outdoor living,**  
**play space for children**

**Solution:**  
**plan glass walls,**  
**a big play yard where**  
**mothers can watch children**



d) **How to maintain privacy**  
**Solution: use fences strategically, front or side**



### III. The problem of living space indoors ...



Photos: Rondal Partridge

LOCATION: San Jose, Calif.  
KUMP & ASSOCIATES, architects  
KRING CONSTRUCTION CO., builders  
CROCKER FIRST NATIONAL, financing



At a \$17,500 selling price, this is not an expensive house: total cost for house and land was \$10 per sq. ft. for 1,750 sq. ft. of living area. Walls were framed with 4'-wide panels which doubled studs every 4', in effect converting system to post-and-beam. Horizontal 2" x 4"s are 16" o.c. Note interior bath (plan, below) and how major fenestration faces rear through lanai (left and above). Three houses Kring built had four bedrooms.

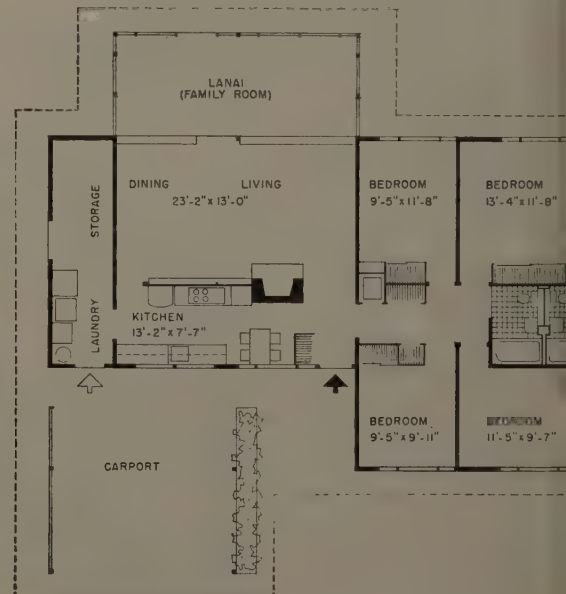
#### a) How to keep living areas in balance with sleeping areas

**Solution: provide an extra room**

(in this case a lanai)



Movable sash flanking fixed sash in a privacy-high window facing street have balancing appearance of shutters, are far more useful.







Photos: Cal Pictures by Jon Brenneis

LOCATION: Concord, Calif.  
CHRIS GANIATS, builder  
DON STEGMAN, designer  
HAL ALKOL, consulting engineer  
BANK OF AMERICA, financing

*Concrete patio directly outside kitchen door permits housewife-mother to keep children under her vigilant eye but not underfoot. Patio is included in selling price. Rough plumbing for laundry was put in storage area.*

## b) To keep plan balanced

**if you cannot afford a family room**

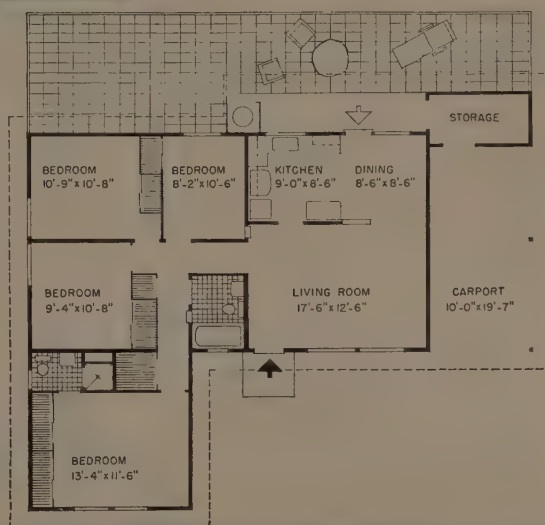
### **Solution: furnish an outdoor room**

When Builder Chris Ganiats found four-bedroom, two-bath houses outselling three-bedroom, one-bath houses three to one, he switched to four-bedroom houses in a hurry. And because mortgage funds were tight when he started to build last year, he decided to build under the little-used FHA Title II, Section 203b2D, which permitted a 95% loan-to-value ration on a four-bedroom, \$9,000 house. At a selling price of \$9,450 (including closing costs), down payments were a low \$950 for an FHA-insured mortgage.

In three weeks Ganiats sold out the first unit of 128 houses. He sold 200 of the model (shown on this page) before switching to oak flooring on crawl space and garage instead of carport—at a price of \$10,750.

Like Builder Mackay (p. 116), Ganiats was the first in his area to introduce four bedrooms and two baths. Unlike Mackay, Ganiats does all his precutting in his own yard. He prefers not to build panels with applied sheathing in the yard, believes it is a false economy to transport bulky panels to site.

*Conscious that living area was much smaller than sleeping areas, Ganiats and Designer Stegman framed a rough opening in wall between living room and carport so owner could enclose the carport for living space later at a minimum cost.*



# The industry speaks up for FHA

Sirs:

It is about time that someone rose to the defense of FHA and the tremendous contribution it has made to the people, the homebuilding industry and the national economy.

Your editorial is continuing proof of your complete appreciation of the importance of preserving the FHA.

NATHAN MANILOW  
*First vice president, NAHB*

PLEASE RUSH 200 COPIES "NOW IS THE TIME TO SPEAK UP FOR FHA."

MORTGAGE BANKERS ASSN.  
*of America*

Sirs:

I intend to take up your editorial at our next Board of Directors' meeting and in all likelihood our Detroit Assn. will go on record in the way of a resolution supporting in its entirety the facts you have brought out.

I know that our group heartily endorses the contents of this article and that we believe it may do a great deal toward overcoming the damage done to FHA.

ROBERT A. TAGGART, *president*  
*Detroit Mortgage Bankers Assn.*

## OPPORTUNIST POLITICAL ACTION

Sirs:

In your further treatment of the subject I would like to see you touch on what I believe is the fundamental point. That is the fact that the Administration has chosen to treat FHA as a purely political agency and has completely ignored its technical importance in the credit picture. Many of us have felt that its independent, nonpartisan nature should be increasingly stressed, and that following recent payment of its borrowings from the federal treasury, further steps in this direction could be taken.

This hope was shattered when FHA was made subject to opportunist political action.

HERBERT S. COLTON  
*Counsel for NAHB*

• Said the Round Table which prepared the Open Letter to President Eisenhower (H&H, Jan. '53): "The independence of FHA should be restored. We believe the experience of the past five years has confirmed our fears that putting FHA under HHFA would subject it to pressures based on political and welfare state considerations rather than sound economics. In principle, we

To give HOUSE & HOME readers the vital facts and the whole truth of the "FHA scandals," HOUSE & HOME editors added a 16-page "Extra!" to the May issue. An editorial affirmed our belief in the services FHA has rendered the nation and the national economy.

Said HOUSE & HOME: "Now is the time for everyone else who knows and understands and values what FHA has done for the country to speak up clear and bold."

The industry's response was immediate. And overwhelming. It flooded in by wire and mail, from every section of the country, from leaders in every group serving homebuilding. Some of it appears here, some on pp. 70, 74, 78, 82. With a united voice, the industry was speaking up for FHA—clear and bold.

believe that lending and insurance agencies should be independent, just as the Federal Reserve System is independent."—ED.

Sirs:

. . . Definitely to the point . . . constructive . . . factual.

R. O. DEMING JR.  
*Past president, MBA*

## FIRESIDE CHAT

Sirs:

I so thoroughly and wholeheartedly agree that I am sending your editorial to my good friend Mike Monroney, Senator Bob Kerr and six Congressmen.

I hope that every member of Congress will receive a copy. The whole truth should be presented to Congress with all speed possible to make certain that FHA is not seriously impaired.

In the best interests of the economy of our nation, can't some of you persuade President Eisenhower to give the American public a fireside chat to restore confidence in FHA financing and the homebuilding industry in general?

W. P. ATKINSON  
*Past president, NAHB*

Sirs:

Congratulations for coming out with this fine work at this time, as I am sure it will help clear up some of the misunderstanding that has been created in the minds of uninformed readers.

W. BRAXTON ROSS  
*Associate governor at large*  
*Region 9, MBA*

Sirs:

I agree with all you say about mishandling of the whole matter.

To paraphrase Mr. Hollyday's testimony as reported in HOUSE & HOME, "May his face never be red for errors he never committed." It's too bad for our country's largest industry that he was forced to resign before he had a chance to finish the excellent job he had started.

My sympathy to him and his successor, my friend, Mr. Norman P. Mason.

CHESTER T. HUBBELL  
*Director, National Retail Lumber Dealers Assn.*  
*Past president, Northeastern Lumbermen's Assn.*

Sirs:

You have pointed up with clarity the truths underlying the so-called FHA scandals.

Your editorial guidance and leadership are sorely needed in the industry at this time when there is such a lack of true understanding of FHA operations at top government levels.

The prestige of FHA and its importance to a continuance of normal building operations must be preserved. We must all work together to repair the damage that has been done. The first step would be to have administration leaders read, reread and understand the Report of the President's Advisory Committee.

MAURICE R. MASSEY JR., *president*  
*Peoples Bond & Mortgage Co.*  
*Philadelphia*

CONGRATULATIONS. HOPE YOU SEND A COPY TO ALL CONGRESSMEN AND SENATORS.

GEORGE S. GOODYEAR, *director, NAHB*

## FACTUAL . . . CONSTRUCTIVE

Sirs:

I have used the May issue of HOUSE & HOME in a communication to a member of the Senate Finance Committee and I would appreciate having several other copies because I consider your approach to the problem most factual and constructive.

FREDERICK P. CHAMP  
*Past president, MBA*

Sirs:

I concur 100% and admire your courage in attacking the problem the way you have.

M. J. BROCK, *past president, NAHB*

Sirs:

We have just completed a Southwestern mortgage clinic attended by 300 mortgage bankers from all over the US. and I am sure you have hit the general theory of the thinking of the entire group.

RALPH E. BRUNEAU, *member*  
*Board of Governors*  
*and Executive Committee, MBA*

Sirs:

I am heartily in accord. . . . It is an unhappy thing when anybody goes off half-cocked. It is particularly unhappy when the consequences are so widespread and lead to so much misunderstanding.

RICHARD A. BOOTH, *president*  
*Springfield Institution for Savings*  
*Springfield, Mass.*



Sirs:

I am sure that everyone in the homebuilding industry is in hearty accord with the vigorous position you have taken.

FRANK W. CORTRIGHT  
*Former executive secretary, NAHB*

Sirs:

Congratulations for getting this to your readers so quickly.

Geneva, Indo-China, and McCarthy-Army have so monopolized newspaper space during the last several weeks it is with particular appreciation that I have read this splendid roundup of the facts.

ROBERT H. MORRIS, *general manager*  
*Ponderosa Pine Woodwork*  
*Chicago*

#### BURNING HOUSE

Sirs:

The National Association of Real Estate Boards and I abhor any irregularities, but this smear and attack on a program which has been dead for nearly four years is uncalled for and unjust. It is like burning the house down to get rid of the bedbugs.

FHA has done a magnificent job in the over-all program.

This investigation can be very damaging to the homebuilding industry and can also be instrumental in defeating the Housing Act of 1954 now passed by the House and before the Senate.

HAROLD S. GOODRICH  
*Vice president, NAREB*

Sirs:

I believe it imperative that each member of Congress be given the opportunity to get the facts as you have so well displayed them.

EARL W. SMITH, *board chairman*  
*NAHB Research Institute*

Sirs:

... Magnificent job. The fair and objective way in which you have handled this matter is particularly refreshing when contrasted with the way in which the same matter has been handled by the newspapers.

J. MAXWELL PRINGLE, *president*  
*Pringle-Hurd & Co., Inc.*  
*New York City*

Sirs:

... A magnificent statement. ... An outstanding service to the entire house construction industry as well as to the public at large.

We shall distribute 2,500 reprints in the places where we believe it will do a great deal of good and I am hoping that we may be able to go further in presenting it to the general public in even more definite form.

O. J. HARTWIG, *executive vice president*  
*L. I. Home Builders Institute, Inc.*

Sirs:

... A very objective and factual presentation which should go a long way in restoring the confidence of the buying public.

L. F. MERRICK, *president*  
*Home Builders Assn. of Greater Cleveland*

Sirs:

Congratulations. There is no question in our minds that FHA has done a terrific job in helping to make our country the best housed nation in the world. The attitude of your magazine, as declared in the editorial, I am certain will greatly help to make the public realize that the over-all program is tremendously successful.

EDWARD C. HOLMES, *president*  
*New Jersey Assn.*  
*of Real Estate Boards*  
*Newark, N. J.*

#### ACCURATE AND DIGNIFIED

Sirs:

You have brought the FHA-Hollyday matter to the American public in an accurate and dignified manner.

I hope you will give permission when it is requested to reprint this discussion.

E. R. HALEY  
*Member of Board of Governors, MBA*

#### VOTE OF CONFIDENCE

Sirs:

Enclosed you will find a resolution introduced by me and passed by the Greater St. Petersburg Contractors & Builders Assn.

MARK J. EMDEN, *first vice president*  
*Greater St. Petersburg Contractors*  
*& Builders Assn.*

A letter to our Congressmen and Senators:

The membership of Greater St. Petersburg Contractors & Builders Assn. respectfully urges you to help put an end to the most disgraceful and wholly undeserved persecution of the Federal Housing Administration.

We believe, as builders, citizens and taxpayers, that the 19-year record of faithful service which FHA has rendered to the people, service which has made America a nation of home owners and has helped the construction industry to become one of the nation's greatest industries, entitles FHA to the grateful appreciation of the American people.

The few cases of irregularities which the investigation has disclosed represent a very inconsequential percentage of FHA activities and affect a very small portion of its officials and employees and should not be made into political ammunition and used to destroy the people's confidence in FHA at the time when our nation's economy needs bolstering.

Sirs:

I have already made several talks to the different associations in my region, setting out a somewhat similar stand and embodied much of the information in your editorial.

Thank you for your wholehearted support of the homebuilders and the FHA, most of which have not had one breath of scandal in their years of operating.

RUSSELL SHOWALTER  
*Regional vice president, NAHB*

EDITORIAL ON FHA CRISIS OUTSTANDING. PLEASE INDICATE IF AUTHORIZED TO USE SAME IN WHOLE OR IN PART IN OHIO BUILDER MAGAZINE.

CLIFFORD M. ST. CLAIR, *executive secretary*  
*Ohio Home Builders Assn.*

#### TARRED AND FEATHERED

Sirs:

You have expressed my feelings completely. Thousands of employees of FHA who are doing an excellent job as well as the thousands of people in the homebuilding business have been unjustly tarred and feathered in the eyes of the public.

A. H. RAHLVES  
*Chairman, labor committee, NAHB*

Sirs:

We cannot afford the time to repair the damage already done to the industry and the FHA program. I don't know what the President was thinking of to embarrass his own housing program and appointee at a time like this. It could mean an early demise of a short-lived Republican administration.

If the administration is to retrieve the ball quickly, it will become necessary to abolish FHA and reorganize its function under another name and possibly combine with it our No. 2 problem, a workable secondary mortgage market facility.

MARTIN J. JASKA  
*Director, NAHB*

Sirs:

Anyone who disagrees with the basic principles of this article is, in my opinion, one who does not keep himself informed.

W. W. SALMON  
*GI committee member, MBA*

Sirs:

This editorial is excellent. I believe that it conveys what most of us connected with financing or housing would like to express.

DONALD E. NETTLETON, *president*  
*The Lomas & Nettleton Co.*  
*New Haven, Conn.*

Sirs:

... Very timely and much to the point. There is no question in my mind but that the building industry in the past few years has done some things not in the public interest, and it is my belief that we are entering into a new era in which our prevailing "moral climate" will be much higher. It certainly behooves every builder to do his level best to give a better product for the money.

M. L. BARTLING JR., *member*  
*Executive committee, NAHB*

*continued on p. 128*

Sirs:

It is gratifying that someone has espoused FHA's cause. Our association is in a very poor position to state the facts as we can be branded with a selfish profit-seeking motive.

I hope this wonderful editorial gets in local papers throughout the country and into other magazines where it can be read by the general public.

ALBERT G. LOCKWOOD, *president*  
*Associated Home Builders*  
*of the Greater Eastbay, Inc.*  
*Oakland, Calif.*

Sirs:

I wish there were some way of publicizing your side of the story in the press.

L. ROBERT ROLDE  
*Boston*

Sirs:

This editorial is so true and to the point it is a shame that the newspapers which have been publishing the headlines on "FHA Graft" won't headline some such articles.

H. Goss  
*Fulton & Goss, Inc.*  
*Cleveland*

#### AMEN, BROTHER!

Sirs:

I do not, of course, know who wrote this editorial, but to that gentleman I wish to say, "Amen, Brother! Amen."

Members of Congress are kept alive by, and returned to Congress by, the favorable publicity they are able to cloak themselves in while they are in office. Obviously, Congressional committees are excellent sounding boards for such activity. No one objects to this under ordinary circumstances. However, when the desire for publicity reaches the proportions where its effect damages a healthy segment of our economy and at the same time disgraces a man of the caliber of Guy Hollyday, I say it is time to speak out in louder words than you have done.

DAVID H. WILSON  
*Trinity Corp.*  
*Louisville, Ky.*

... AN EXPRESSION OF TRUTH FROM A GREAT SERVICE ORGANIZATION.

FRANK W. SHARP  
*Houston*

Sirs:

This editorial is the first clear explanation of the alleged Section 608, Title I scandals, and we would like to have 500 reprints for circulation among our builders and mortgage lenders.

I have dealt with 20 or more of the state and district offices of the FHA and never encountered a single instance of collusion or suggested dishonesty.

E. E. KURTZ, *president*  
*Inland Homes Corp.*  
*Piqua, Ohio*

Sirs:

I am sure that no account of the FHA difficulties will be written more to the point. . . . As I see it, it is now the job of our industry to have this article copied in as many of the unspecialized magazines as possible, together with newspapers all over the country.

I wish to thank you in the name of the Indiana Home Builders Assn. for what you have done for our industry by sticking with FHA in its time of need.

RALPH L. SHIRMAYER, *vice president*  
*Indiana Home Builders Assn.*  
*Fort Wayne, Ind.*

I PRESENTED YOUR EDITORIAL TO TALLAHASSEE BUILDERS ASSN. AND THEY LIKED IT SO MUCH THAT WE WANT TO PUT IT IN OUR LOCAL NEWSPAPER USING WHOLE PAGE.

HORRIE B. CULPEPPER  
*Tallahassee Builders Assn.*

#### BADLY SHAKEN

Sirs:

Great harm has been done to the mortgage lending business and the housing industry in general, as the confidence of the American public has been badly shaken in FHA's operation. The accomplishments already achieved and the tremendous needs for the future far outweigh any alleged deviations from good principles on the part of a few.

My contact with FHA includes business handled with individuals in district offices up to those in command in the Washington headquarters. To create doubt in the minds of the public about all of these good people and their fine record is disturbing.

I regard Norman P. Mason highly and shall join in helping him and his good organization wherever possible.

AUBREY M. COSTA, *president*  
*Southern Trust & Mortgage Co.*  
*Dallas*

Sirs:

Your "A Little Knowledge Is a Dangerous Thing" editorial comment on well-meaning Eisenhower's dismissal of Guy Hollyday will be deeply appreciated by everyone in the homebuilding industry.

Such press reaction may not erase harm already done but perhaps it will tend to stop the spread of damage.

JOHN MATTHEWS  
*Regional vice president, NAHB*  
*Little Rock*

Sirs:

We applaud the stand HOUSE & HOME has taken concerning the present "scandal" in FHA and Washington.

We regret very much that the national press has taken an opposing view since the public in general have formed their conclusion on this half-truth.

NED A. COLE, *chairman*  
*Air-conditioning committee, NAHB*

Sirs:

Hogan does it in 69!

HOUSE & HOME does it in—nothing, flat!

E. J. SORENSON  
*Hotpoint Co., Chicago*

Sirs:

Believe me, your editorial expresses my sentiments entirely.

As we all know, this recent FHA housing scandal is nothing but a political gesture on the part of certain individuals. It is extremely unfortunate that this issue should be brought out at this crucial time when the housing legislation is going before the Senate.

Let us all hope and pray that as a result of this scandal, our housing legislation does not get set back. If it does, so too will the building industry and the economy of our country be set back years.

WILLIAM F. HENDY, *treasurer*  
*The Arcose Co.*  
*Cincinnati*

#### URGENT AND REFRESHING

Sirs:

The need for your courageous statement is "urgent, immediate and impending," if I recall that bit of WPB parlance aright. And whole facts, for a change, are refreshing!

CLYDE J. VERKERKE, *president*  
*Home Builders Assn. of*  
*Metropolitan Washington, Inc.*

Sirs:

Because Sherman Adams was a medium if not a prime mover in the ouster of Guy Hollyday, I thought it proper to write to him.

I want to commend you for the timeliness of your article and its depth.

L. L. FREEMAN, *president*  
*L. L. Freeman, Inc.*  
*Racine, Wis.*

Mr. Freeman's letter to Mr. Adams:

... At no time in my long experience with the FHA did we find the organization conducted on a higher plane than under the administration of Guy T. O. Hollyday. . . .

As a long-time active member in the Republican Party, I realize the difficulty of getting good men to serve the government. I was pleased to learn of Mr. Hollyday's original appointment, but that was all changed when I learned of his removal and its method.

Because our practices have always been along the lines advocated by Mr. Hollyday since his appointment to office, we can only point to the fact that there has been nothing but improvement in the Title I program since he headed the organization. I firmly believe that the whole incident reflects discredit on both the FHA and the Administration. It is only right that you know how those of us active in both the mortgage business and the Republican party feel about the situation.



Sirs:

The investigation has been a blow to the industry and to the government agency that has reverberated across the country. The uninformed man in the street has convicted FHA and anyone having anything to do with it because of the screaming headlines used by the press. Very few have bothered to read or digest the material below the headline. Your article is a step in the right direction, and I hope it will be picked up and given broad dissemination.

JAMES M. ALBERT  
*Albert Construction Co.*  
*Miami*

#### EVERY CAB DRIVER

Sirs:

... I heartily concur.

Every cab driver in Miami knew that the 608 was being abused and they have also known about the Title I racket, so when responsible people try to convince Washington that things need investigating, my greatest hope is that the present administration will give it attention *at the time* instead of five years too late.

C. W. KISTLER, *president*  
*C. W. Kistler Co.*  
*Miami*

Sirs:

You have hit the nail right on the head. It is time the public knew the facts. Without doubt there have been some bad deals but I would say that the percentage has been very good.

A. O. ALDRICH  
*Aldrich Home Builders Inc.*  
*Morton Grove, Ill.*

Sirs:

Guy Hollyday is too fine and honest to have this thing happen to him. I have voted the Republican ticket since I came of age in 1920 but I am certainly disgusted with the party at the moment.

JAY F. ZOOK, *president*  
*Jay F. Zook, Inc.*  
*Cleveland*

Sirs:

I am very pleased to see this type of editorial because it is important that as many people as possible be better informed of what a tragic mistake has been made by the administration in dismissing Guy Hollyday.

It is too bad that informed persons were not consulted prior to this action being taken; it destroys our confidence in the administration. The action could not have been more untimely.

WALTER C. NELSON, *president*  
*Eberhardt Co.*  
*Minneapolis*

Sirs:

... Clear, concise and most timely. I concur 200%.

RALPH DANIELS  
*The Brown Organization*  
*Dallas*

Sirs:

... Excellent. If anything it's too mild.

I am trying to do what I can locally to put people straight on FHA.

I regret to say that I now believe that Eisenhower is another Hoover—his intentions are wonderful but his performance is lousy. It seems to me as though we are headed for another 20 years of Democratic, left-wing misrule.

God help us—obviously the Republicans can't.

JOHN BONFORTE  
*Bonforte Construction Co.*  
*Pueblo, Col.*

Sirs:

I concur 100%. Having been with FHA for five years, I could only add that I am a Republican and feel that this is the most ill-advised thing any Republication administration has ever done.

WILLIAM R. HARVEY, *president*  
*Harvey Construction Co.*  
*Bettendorf, Iowa*

Sirs:

I definitely agree with the stand you have taken on this matter that could well ruin our housing industry.

WILSON H. BROWN  
*The Brown Organization*  
*Dallas*

Sirs:

I do believe that the fear created in the mind of the public will be somewhat allayed after reading your fine presentation.

J. L. BASWELL, *executive vice president*  
*Birmingham Assn. of Home Builders*  
*Birmingham, Ala.*

Sirs:

Until a few weeks ago, the FHA had been held up as one of the outstanding public agencies in our country. Today it is discredited in every headline. It is timely, therefore, to emphasize that the FHA system has been a great force for good in this country.

MILFORD A. VIESER, *vice president*  
*Mutual Benefit Life Insurance Co.*  
*Newark, N.J.*

Sirs:

As we all know, any industry that provides 22% of the national income is bound to have a small amount of abuses and scandals. However, it is extremely important to counteract the political desires of a few small-minded politicians by bringing the entire FHA picture to the general public.

One of the many faults of the homebuilding industry has been its apparent failure to impress upon the public its great importance to the national economy.

I would like to have permission to reprint portions of your editorial.

RALPH E. STAGGS  
*Regional vice president, NAHB*  
*Phoenix*

WILL YOU PLEASE SEND ONE DOZEN REPRINTS OF THE FHA ARTICLE?

EDWARD R. HWASS, *general manager*  
*Houses Division*  
*Harnischfeger Corp.*  
*Port Washington, Wis.*

#### LESS POLITE

Sirs:

... One of the most thoughtful, constructive articles that you have ever put forth. When I say this please remember that I am biased because Hollyday is one of my best friends.

I, too, have done a little writing, and at least in dealing with Senators Dirksen and Capehart I haven't been quite so polite as you have been.

GEORGE H. DOVENMUEHLE, *president*  
*Dovenmuehle, Inc.*  
*Chicago*

Sirs:

This type of reporting helps establish the building industry in its proper place. It is heartening to know builders are supported by such a great magazine.

JOHN L. BELLINGER  
*Bellinger Construction Co.*  
*North Syracuse, N.Y.*

Sirs:

It is gratifying to know that we still have in this country men who have the courage of their convictions and who will speak out in times of crisis such as is being experienced by the Federal Housing Administration. My deep and sincere appreciation to you for this wonderful contribution to the housing industry and America.

AL WESTMORELAND, *president*  
*Missouri Real Estate Assn.*

Sirs:

Congratulations...

I would like to have 25 copies of the editorial.

JULIAN J. ROTHBAUM, *president*  
*Julian J. Rothbaum & Co., Inc.*  
*Tulsa, Okla.*

Sirs:

I don't believe that there was a stronger or more energetic group working to elect Mr. Eisenhower than the homebuilding organizations in Texas. As a result of this FHA fiasco, if Eisenhower were running today, I don't believe he would get enough votes to be elected dog catcher!

Congress seems to have overlooked the fact that 608 was designed for private industry to furnish quick housing. Naturally, the builder anticipated a profit in some manner, or he wouldn't have gone into it. Insofar as an aggregate of a hundred million dollars of loans being insured in excess of actual cost, an additional editorial estimating what this many housing units would have cost if constructed by the Public Housing Authorities might give these Congressional committees something to think about.

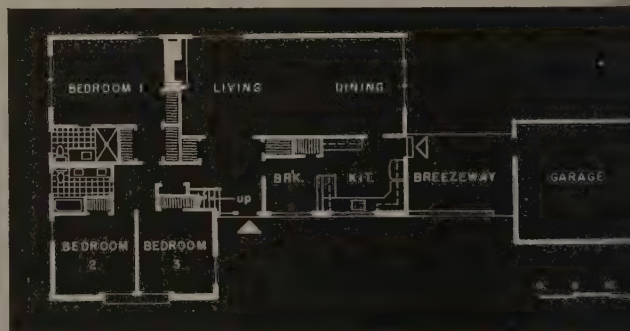
J. E. FOSTER JR., *president*  
*J. E. Foster & Son, Inc.*  
*Ft. Worth, Tex.*



*Two-story wing gives expandable TV-recreation room plus fourth bedroom, bath upstairs at half the cost of expansion on ground floor.*



*Photos: Herman Kroll*



**Architects**



**Siegel**



**Rapp**

**turn builders...**



**Sales features of living-dining room (right) in house** shown on these pages are its big size (33'-6" x 15'-4") and high ceiling; a large window at far right; redwood and brick fireplace wall. Some buyers preferred dropped living room to separate it from dining area. Built-in TV was not popular as most families wanted TV in the upstairs studio or recreation room. With upstairs finished, this model has 2,350 sq. ft. and sells for \$39,600 on half-acre lots.

**Buyers wanted breakfast table next to kitchen but definitely not in it.** Refrigerator, range, dishwasher, exhaust fan, lights over work counters are standard equipment. Wood cabinets here are painted yellow, in other models are birch or knotty pine. Door (left) leads to large storage pantry.



**In the rough and tumble competition** among Long Island homebuilders, Architects Herman H. Siegel and Ernest D. Rapp are demonstrating that architects can turn builders and make a distinct success of it.

At their Beverly Hills project, they are completing a group of 23 houses priced at \$32,900 to \$55,000 which have sold well and are a credit to the Island. No long-haired theorists, they had studied the market, watched trends, knew what buyers wanted. In 1950-51 they built 63 \$13,900 to \$23,000 houses, later built four more at \$34,000 to \$40,000, which served as guinea pigs.

**Their conclusions:** buyers in this price class want big, impressive-looking houses on big lots, with a large living room plus a family room, and, in general, four bedrooms, two baths, a maid's room and bath. Buyers will not accept rubber-stamp houses that look alike. So floor plans must have some flexible space that can be adapted to individual family requirements and builders must be ready to make many changes in the prototype plans. Public tastes change and new designs must keep up with the trends.

"Because, as builders, we have complete control of the job, we do as we want to," says Herman Siegel, "and get more satisfaction than when we just do the designs. It is good to draw plans and then see the houses grow. After office work we enjoy the field work. But we probably spent five times as many hours on plans as architects ordinarily would. We've had to be very cost-conscious, too. Our cost sheets are as important as our planning sheets."

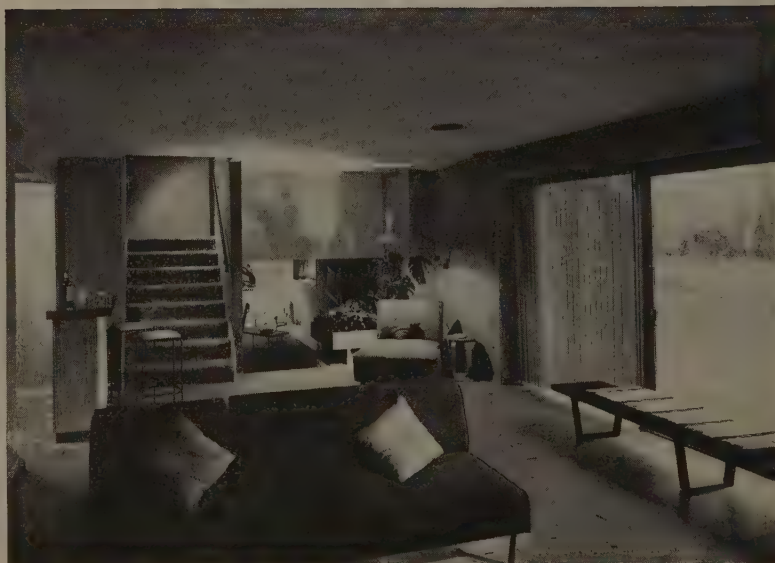


**Master bedroom is 17'-8" x 13'-6"**, has separate bath and either three or four closets. "Storage in a house like this can't be overdone," say architects. On right wall (not shown) is a floor-to-ceiling window which is a big sales feature. It helps remove the "bedroom look" and gives "sitting room" appearance. Wall (at right) has a grass-cloth covering. Some master bedrooms had a dressing alcove. Siegel & Rapp furnished this house as a model and it was an important factor in selling the other houses.



## Newest split level combines best sales ideas

**Siegel & Rapp's newest split level** (photos and plans on these two pages) has 2,426 sq. ft. plus double garage and breezeway, sells for \$39,900 on a one-acre lot. Living room (above), seen from bedroom hall, has impressive high ceiling, large windows. A sales feature is big family room (right) with 15' window wall at grade level facing rearward, with a 10' sliding glass door. Game room in background can be closed off if buyer wishes. This split turns 75% of basement area into livable space, in contrast with 35% in architects' earlier split (shown on next spread). They believe this is far better way to use basement than for garage.





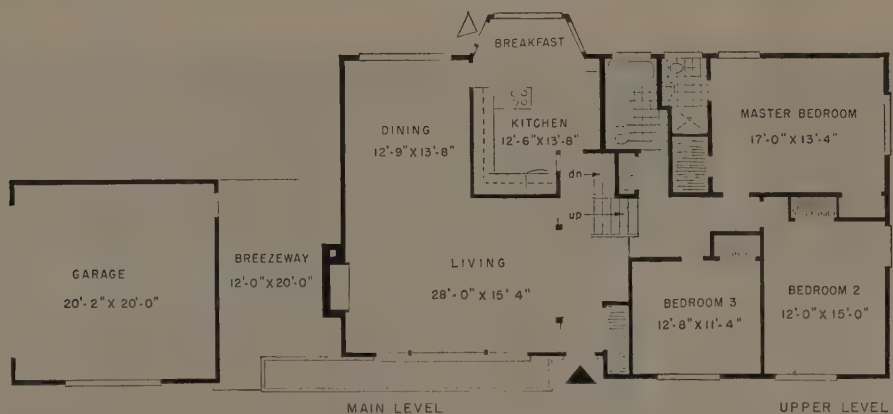
Architects agree with Long Island buyers that a split-level plan offers most house for the money because bedroom wing is perched on top of a slightly elevated basement foundation. This is a four-level house, with game room at basement level, den and maid's room at grade level, livingroom and bedroom wing on two levels above them.



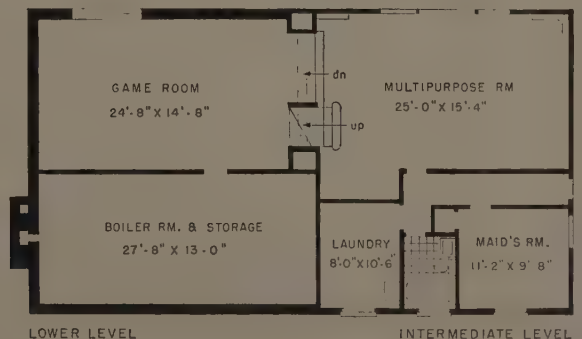
Buyers love a long house, which is why architects used breezeway and garage to stretch this out 80'. Most splits put garage under house but Siegel & Rapp decided grade-level space was better used for living. Garage costs only \$5 to \$10 per sq. ft. Most breezeways are screened.



Ground-floor plan incorporates Siegel & Rapp's sales experience. Buyers want a separate dining room or an L off living room. Eating area in kitchen is larger, is cantilevered over foundation, has large bay windows. Most rooms have oversized windows. Stairs to bedrooms and to den are extra wide. Master bedroom is large, has its own bath.



Lower-floor plan has great flexibility, with large den plus game room. Most buyers want maid's room, bath and laundry at front of house, with separate maid's entrance at right end. Families may add patio outside of den. About half pay \$1,500 extra for 3 tons of air conditioning or \$2,000 for 5 tons in two-story house. This model is most popular.



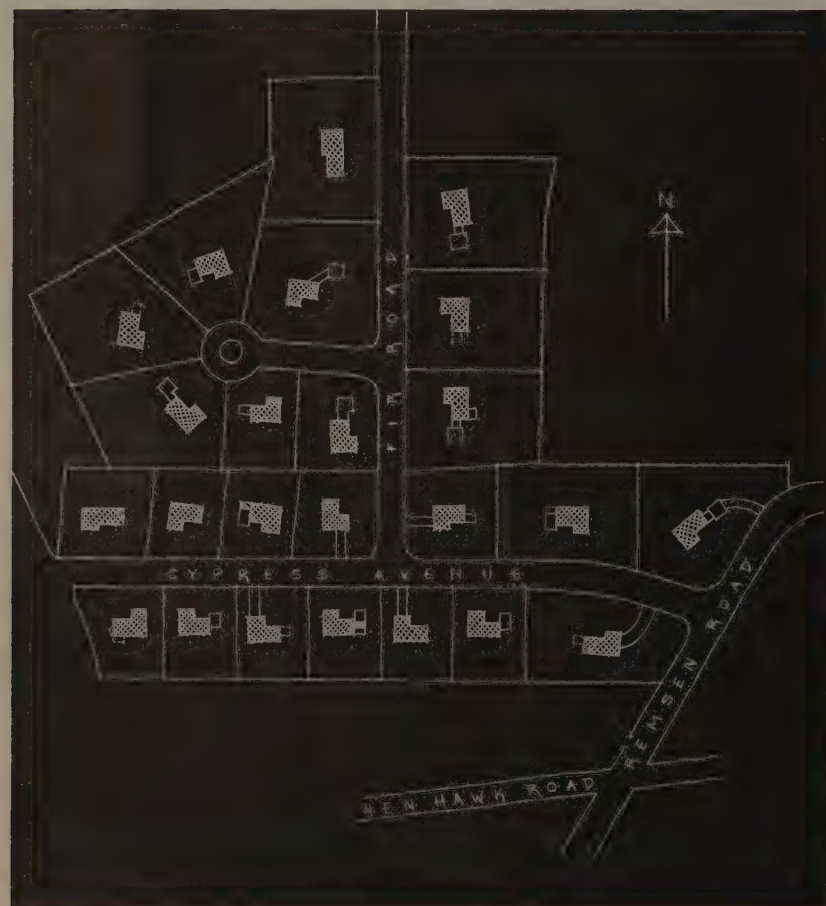


**Siegel & Rapp's first split level** (left), had garage under bedroom wing (often with garage doors at end, not in front) and was stretched out by means of roofed-over porch (as shown here.) Porch could easily be glassed-in to expand house. Original plan had dining area as part of living room but most buyers wanted noticeable separation between two rooms. This house originally sold for \$36,900, is now \$37,900 on half-acre lots. Full acres cost \$4,000 more. Later split level combined foyer with living room to save space.



## Widely spaced houses

**First section of 23 houses** is shown in street layout (below). Construction began last June, will be finished this month. Thirteen one-half-acre lots sold better than full acres. Trees were saved, very little earth was moved and houses were hand-tailored to each site. Architects had four basically different houses plus numerous variations. Two-story house (at right below) was popular and was an interesting variation.



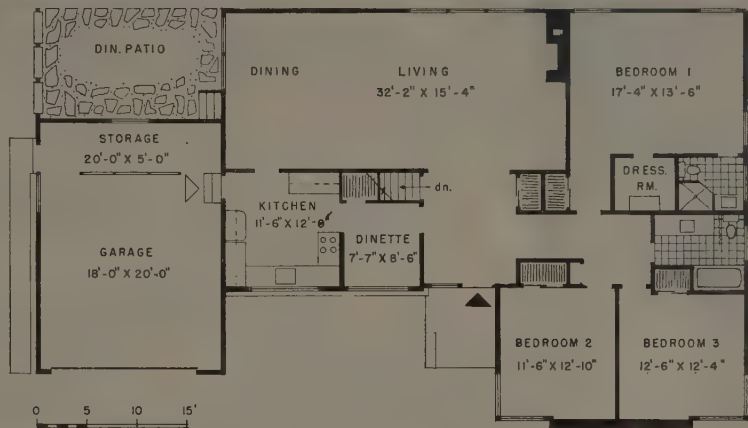


**Ranch at \$32,900 was smallest, cheapest, least popular.** It looked small, had no recreation room, could not be expanded easily. Most houses had combination of brick and wood exteriors. Exterior wood walls here are plywood, in other models are heavy, hand-split shingles. Interiors are conventional construction including plastered walls. In this, their third group of houses, the architects were cost-conscious, basing room sizes on standard beam lengths, carefully planning plumbing layouts, interior panel sizes.



## ferent designs make sales

LOCATION: Great Neck, L. I.  
 SIEGEL & RAPP, architects and builders  
 MUTUAL LIFE;  
 LONG ISLAND CITY SAVINGS BANK, financing  
 PRICE RANGE: \$32,900 to \$55,000  
 TRYLON REALTY, sales agents





*The "moon porch" of the famed Katsura Palace (seventeenth century)*

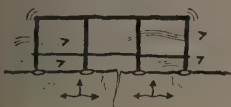
**The Japanese had som**



**L**ONG before our Pilgrim fathers raised their first rude cabins, the carpenter-architects of Kyoto had made housebuilding a fine art. All they had to work with was wood, paper and straw—and trade secrets passed down from father to son. Yet they achieved many of the refinements of design we are still “discovering” today: climate control and indoor-outdoor living, flexible open plans, multiple use of rooms, modular planning, standardized parts, a sensitive expression of materials and structure. Through the centuries they worked out exact codes of proportions that brought grace and lightness to their craft, and they came to know wood well enough to bring out its whole character.

#### IDEA NO. 1

### Post-and-beam for openness



Japanese house design grew out of three simple facts of climate: 1) hot summers, 2) heavy rains, 3) frequent earthquakes. To keep cool in summer's sticky heat, the Japanese used the wood from their abundant forests in posts and beams that gave wide openings for breeze through and under the structure (sketch above). To keep dry in the rainy months, they raised their floors 2' off the wet ground. And to ride out earth tremors, they set the posts on foundation stones (see photo opposite) so the frame would dance lightly on the surface. Had Japan's houses been built of masonry anchored in the earth they would have crumbled to dust long ago.

The structure was proudly expressed on the exterior, made into pleasing rectilinear compositions long before Mondrian or Mies were born (photo, right).

Post-and-beam framing allowed wide spans, big openings that brought in the welcome breeze and the beauty of gardens.



*The pictures on these pages are from an exhibition of Japanese architecture now being circulated around the country by New York's Museum of Modern Art. The Museum has built in its 54th St. garden a full-size replica of a seventeenth-century Japanese house (see pp. 140-141), is publishing a book, JAPANESE ARCHITECTURE, by Architectural Curator Arthur Drexler. This article was prepared with the help of Yoshinobu Ashihara, associate editor of the Japanese architectural magazine SINKENTIKU.*

## of our best ideas—300 years ago



IDEA NO. 2

## Big roofs for climate control

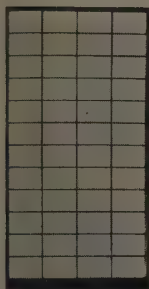
Deep overhangs formed verandas and corridors around the outside (above), keeping rain and summer sun out of the rooms and away from the paper-covered screen walls. Other shading devices: translucent paper screens (right), bamboo *sudare* blinds (below).







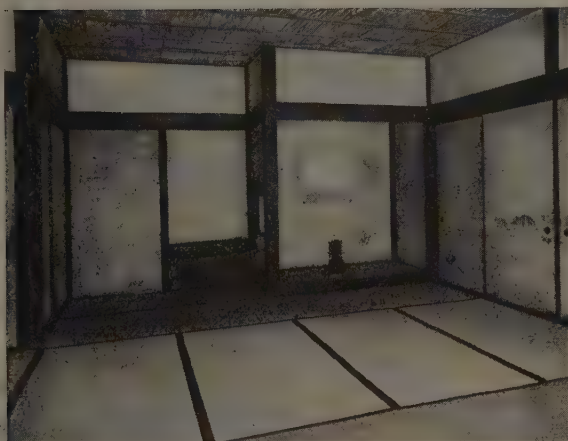
## IDEA NO. 3 Large modular parts for economy, flexibility



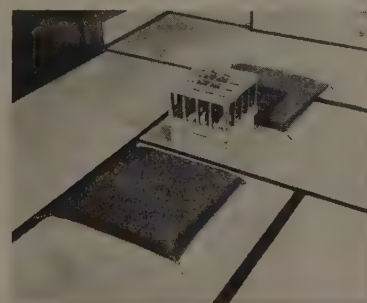
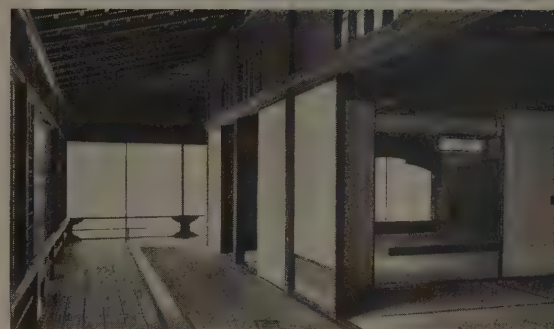
In the best traditional Japanese houses, everything meshed neatly into the 3' module: structural frame, curtain walls and partitions, floor sections, roof frames. The approximately 3' wide *shoji* screens used on the exterior (left and opp. p.) were elegant stock frames papered on one side only to let in a soft, diffuse light, yet give privacy when desired.

Floors in each room, following the 3' module, were made up of standard 3' x 6' straw mats or *tatami* (see plan right, photos below.) With frame, walls and floors so integrated and standardized, the client simply specified an "eight-*tatami* room, *hinoki* wood" and the carpenter knew what to do!

The 3' *fusuma* screens separating rooms were similarly built but papered on both sides, sometimes with delicate silver-leaf patterns (right). All screens were movable (and removable), allowing many different combinations of indoor and outdoor spaces, close control over view and ventilation.



Notice how the 3' module throughout unifies the appearance of the room above; also how the top line of the sliding screens at right, a standard 5'-8½" high, is carried around the upper wall by exposed wall beams. This strong line established a low, human scale appropriate to the small size of the occupants and the fact that they often saw the room from a sitting position on the floor. Above this line the wall height was flexible; the ceiling was lifted if the room was large, lowered if the room was small. In the far right corner of the room is the *tokonoma*, traditional alcove for displaying decorative scrolls and flower arrangements. Dimensions of posts, shelves and other details, and their distances from each other, had been carefully worked out by generations of builders (e.g., in one region of Japan, vertical posts between shelves were always just as wide as the square root of twice the thickness of one shelf!).



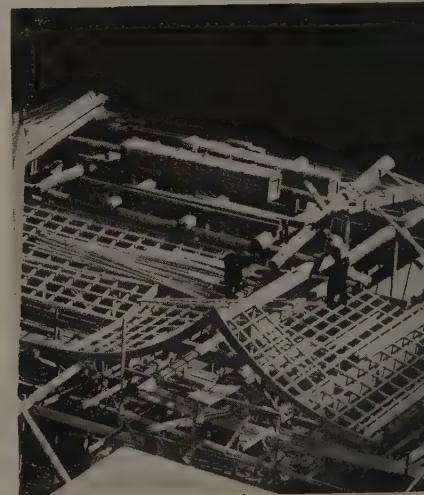
Family and friends left their shoes at the entry and used the straw-mat floor for sleeping, sitting, dining. Furnishings were simple and portable, like the floor cushions and heating brazier (above.) All could be stored in sliding-door closets (below) accurately dimensioned to fit them. This way almost any room could be used for a variety of purposes.





## **This 17th-century house outdates its 20th-century setting**

If you are anywhere near midtown New York this summer, visit the little house shown under construction (above). A replica of a Japanese house of the 16th to 17th century, it is far more modern than the 20th-century buildings towering over it, with its understandable human scale, its simple integrity of design.



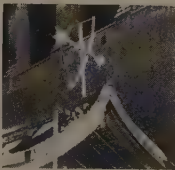


This house is a gift from Japan, first erected there, then dismantled and shipped in 636 separate crates to the garden of the Museum of Modern Art. With it came an architect, two carpenters, a plasterer and a gardener to help with the reconstruction,

When the framing was nearly complete, workmen and guests gathered for *Mune-Age*, traditional ceremony that even today marks the raising of the ridgepole in all Japanese houses (right). Buddhist priests chanted before an altar decked with flowers and offerings (below), asking protection from the elements, lasting happiness for the owners.



After the ceremony Architect Junzo Yoshimura and workmen said prayers and sat down to a traditional feast of cakes and *sake* wine (far right),



Atop one gable of the house was placed a bow and arrow to ward off the evil spirits of the earthquake. Another pointed upward against windstorms and torrential rains,

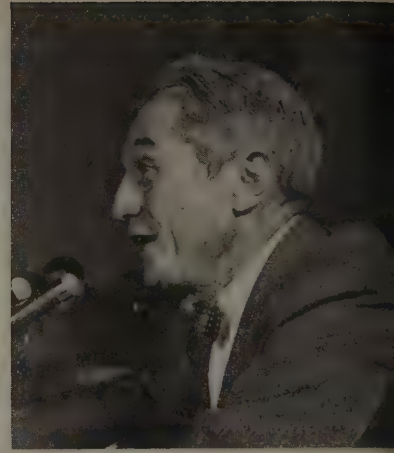
This month the finished house (shown in model at right) will open to the public. Visitors will walk from 54th St. (at upper left), around the wall enclosing the main garden, leave their shoes at the entrance (lower right).



Photos: LAF—Michael Rougier; courtesy Museum of Modern Art



**ASST. ATTORNEY GENERAL OLNEY**  
*Builders thought Justice was blind*



**GUY T. O. HOLLYDAY**  
*An industry planned a testimonial*

## Will FHA's scandal cripple the housing bill?

- ▶ **The more Congress investigates, the more public discovers faults with FHA programs lie in law Congress wrote**
- ▶ **Industry, suspicious of men who triggered alarms, watches them try belatedly to save GOP housing program**

### IN THIS MONTH'S NEWS

(see pp. 37 through 91)

**Builders see a rosy summer ahead, with easy mortgage money, a popular nothing-down house and economic 'stabilization'**

**Landlord kills sanitation inspector in Houston; cities put the heat on 'slumlords' and step up rehabilitation**

**Chicago Builders Manilow and Klutznick tackle a big subdivision problem by designing a house that doubles as school**

**Lanham Act tempos put PHA in a quandary: to sell intact is to further slums, to sell for scrap is branded wasteful**

The more the investigatory pot boiled under the "FHA scandal," the more the scandal evaporated. And the more suspicious much of the housing industry grew of the motives of the men who apparently engineered it—top officials in HHFA and the Justice Dept.

While Lumberman Norman Mason, the new acting FHA commissioner, struggled to put his shattered agency back in running order and to recruit a new team of top aides (p. 144), investigations by two Senate committees made it increasingly apparent even to the general public that the men chiefly responsible for FHA abuses were the Senators and their colleagues in the House of Representatives. Shoestring promoters of Sec. 608 projects had indeed pocketed millions of dollars in mortgaging out profits; but nothing Congress had written into the long defunct law made this illegal. The record showed Congress had considered the possibility of windfall profits many times. (The remaining question, which was before the US Tax Court, was whether the profits were taxable as capital gains at 26% or as ordinary income at up to 75% or more.)

Racketeers had indeed defrauded many a gullible home owner by overcharging or delivering shoddy workmanship on Title I repair loans. Nobody condoned these abuses, but the fact was that Congress had repeatedly refused FHA more money to police the program (although it was also true that FHA had not raised its voice loud enough to warn of what gyps were doing while commercial bankers looked the other way).

**Changing tunes.** By mid-May, the Internal Revenue Service quietly admitted that its well-advertised 1,149 corporations that had mortgaged out under Sec. 608 were in reality only 502 corporations—somewhat less than half its original allegations. Capitol Hill housing experts thought close examination during Congressional hearings might shrink the list to "perhaps 200."

The night FHA Commissioner Hollyday was fired without a hearing, HHFA Administrator Albert M. Cole spoke of "serious irregular-

ities and abuses" which (for Title I, at least) were "so widespread and numerous" that head-choppings, file seizure and investigations were necessary. One day short of a month later, he was telling mutual savings bankers in Chicago: "... Compared to the few hundred home owners who had reason to regret their experience with FHA financing, more than 3½ million have acquired good homes for their families within their means at sound values." Mortgaging out under Sec. 608, Cole now conceded, was legal (up to a point—perhaps 20%). He still called it "unethical." Cole now limited his denunciation to windfall profits from 25% up, and insisted that his "bloody nose" case of a 104% mortgaging out profit suggested collusion or worse between FHA officials and builders. But how many cases of 50% or higher profit there were, Cole still had not disclosed.

To builders, the crucial question was what would happen to the 1954 housing bill. After





**HHFADMINISTRATOR ALBERT M. COLE**  
*After roiled waters, oil*

ten days of hearings on how to tighten loopholes in FHA programs, the Senate banking committee went into executive session at mid-month to write a bill for floor action early in June. But it seemed clear that much of President Eisenhower's housing program would be killed by Congress.

Even after the bill reaches the Senate floor, it will face a hard path. Several senators not on the banking committee have indicated an interest in tightening up on FHA on their own. It seemed likely that the housing bill would emerge from the Senate so battle-scarred that it will have to be almost entirely rewritten in conference. (The House passed its version before the storm broke over FHA.) Yet in this lay a bright hope for homebuilding. Because the conference committee will play such a vital role, Chairman Jesse Wolcott (R, Mich.) of the House banking committee called a series of executive sessions to study what all the shouting was about. His idea: to get his committee educated so it can back him up in conference. Wolcott, who is generally regarded as the Republican party's senior housing and finance statesman on Capitol

Hill, has always preferred a closed door huddle to an open-show type of investigation when it comes to taking a complicated government program apart.

Assuming that the bill staggers in to the conference committee overlaid with Senate amendments, Wolcott will be able to play a decisive role in toning down—if he chooses—the Senate restrictions. Housing dopesters sized up the final outcome this way:

**Mortgaging out** — Language to prevent profits on a mortgage in rental projects and cooperatives was so inevitable that builders were focusing their attention not on fighting it, but on getting language as palatable as possible. Experts know that even the comparatively mild cost certifications now in FHA defense rental and Wherry Act housing have scared off some builders.

**Flexible interest and terms** — The House knocked out this whole section—heart of the administration's concept for helping homebuilding adjust to the economic and fiscal climate of the nation. With veterans' groups flooding Congress with protests against flexible interest rates (lest VA interest rates go up some day), restoration of flexible interest or amortization by the Senate was unlikely.

**Title I repair loans**—After all the hullabaloo about gyps in Title I, House banking committeemen say it is a safe bet that Congress will tighten up the program to give the public new safeguards against its own folly. Experts think it likely that lenders will be made to bear more of the risk by limiting FHA insurance to less than 100% of any given loan that goes sour. As it is now, lenders get 100% protection up to 10% of their entire Title I repair loan portfolio. The 10% ceiling on insurance may be whittled, too.

**FHA mortgage limits**—The House adopted an amendment permitting FHA-insured loans under Sec. 203 to go up to 95% on the first \$10,000 valuation and 80% on the remainder

(but left this liberalization dangling in mid-air through a parliamentary mixup). The Senate will probably tone it down. Best guess for the outcome: 95% loans up to \$8,000 with 70% for the excess; extension of the administration's standby power to raise the terms to 95% on the first \$10,000 and 80% above.

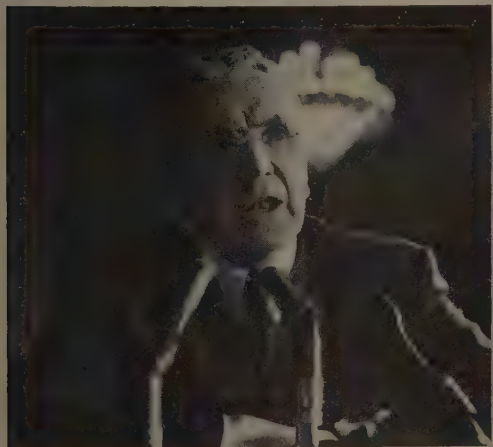
**Urban renewal**—Although the basic urban renewal program, a cornerstone of GOP housing philosophy, will go through unscathed. FHA Sec. 220 loans for blighted areas are apt to be enshrouded with safeguards which may limit its effectiveness.

**Low-cost welfare housing**—FHA Sec. 221, the administration's proposed experiment to steer private industry into the public housing market, will apparently be toned down or even dropped entirely. In any case, 100% loans will not be approved by Congress.

**Warranty**—After all that was said during Senate investigations into FHA about the need for providing more protection for the public, some form of a builders' warranty was a good bet. The Senate was bound to go as far as the House did (a mandatory one-year warranty on one- and two- family homes) which will leave the conference committee no choice but to leave it in. Homebuilders figure they may have to add about 1% to the price of homes to cover the warranty contingency, and they will continue to fight it.

**Public housing**—As usual, public housing will probably provide fireworks. The Senate is pretty sure to adopt the Maybank amendment knocking out all the restrictions that have been tacked on public housing in appropriations bill riders. This would open the way to 135,000 new public housing units a year with discretion for the President to boost this to 200,000. Wolcott, who has always opposed public housing, will probably balk at anything as wide open as this. Congressional observers expect a conference deadlock to result, which would mean the House would have to vote again on the

*Photos: INP; Robert Phillips*



**EX-ASST. FHA COMMISSIONER FRENTZ**  
*For the Title I boss: dismissal*



**OUSTED FHA COUNSEL BOVARD (L) AND ASSOCIATE COUNSEL MURPHY**  
*His attorney called the charges "irresponsible and malicious"*

issue. Expected upshot: a compromise with at least 35,000 units for two years, perhaps four years as Eisenhower originally asked.

**Senate hearings.** The Senate banking committee's hearings on how to tighten up FHA law took ten days. Some highspots:

► Asst. Attorney General Warren L. Olney III accused FHA of feeling little, if any, responsibility toward thousands of home-owner victims of Title I dynamiters. He asserted the agency had "torpedoed" chances for the government to bring criminal charges against 608 builders who mortgaged out. Said Olney: "... FHA takes the position that even though we can prove that false estimates and false statements have been submitted by the promoters of these projects, FHA said they don't rely on them and although they admit they are false and lies, because we don't rely on them we can't make a criminal case."

Olney's testimony rankled deeply with most of the housing industry. He asserted FHA could have eliminated Title I frauds "by tightening up on the lending institutions and making them responsible for the paper, the kind of transaction..." None of the senators was moved to ask him, but Olney appeared totally unaware of Hollyday's tightening-up regulations last fall—regulations which most experts agreed would stamp out most Title I racketeering. (Olney appeared equally unaware that the fall crackdown had its roots last June when Hollyday called vice presidents of seven commercial banks to Washington to help him write the tougher regulations. At that time, *House & Home* learned last month, putting Title I on a co-insurance basis was considered but shelved lest it drive smaller banks in rural areas—where Title I credit is probably needed most—out of the program.)

► NAHB President R. G. Hughes spent an uncomfortable hour and a half in the witness chair while Sen. Homer Capehart (R, Ind.), chairman of the banking committee, lambasted NAHB for decrying the "circus atmosphere" of the hearings (these began in the Senate caucus room but were soon pushed back into the normal committee room by the McCarthy-Army fracas). Protested Hughes: "The impression that the government has lost millions of dollars and that tenants have been charged excessive rent is, in my opinion, erroneous with respect to the vast majority of these projects."

► General Counsel Samuel E. Neel of the Mortgage Bankers Assn. tangled with Sen. Capehart the same day but stuck by MBA's assertions that Hollyday's ouster was "unjust" and that the grounds of administrative laxity cited by the administration were "unbelievable." (The Senate investigation did not bring it out, but *House & Home* learned last month that Hollyday wrote a nine-page letter last fall to all 23 members of the President's housing advisory committee urging that HHFA be scrapped and replaced by a board because the agency was interfering with FHA operations and relations with other government agencies including the Justice Dept.

and FBI. HHFA Administrator Cole continued to deny it, but many responsible industry leaders still thought it was this letter that started Hollyday on the skids.)

**Tax return leaks.** To the separate investigation managed by Sen. Harry Byrd (D, Va.), Internal Revenue Commissioner T. Coleman Andrews presented a list of 1,149 Sec. 608 projects where, he said, mortgaging out "windfalls" reached \$65 million. It was not until the Buffalo *Evening News* discovered that the 46 corporations Internal Revenue claimed had received "windfall" profits in western New York were actually only three cases of *actual distribution* of dividends that Internal Revenue officials conceded they might have made a mistake about the 1,149 "windfalls."

One question disturbed many a career man in the Internal Revenue Service: how far should income tax men go in dangling tax fraud tips before congressional investigators?



**REVENUE COMMISSIONER ANDREWS**  
*Should tax fraud tips be fed to Congress?*

In the 608 cases, Commissioner Andrews, who comes from Richmond, Va., tipped off Sen. Byrd a year ago. Was this stretching too far the theory of income tax collection that returns of individuals and corporations remain secret, that not even an illegal enterprise need fear that information it gives the tax collectors will be used against it in any other way? Had the Internal Revenue Service not maintained such a tradition, the income tax system could well have grown as futile as France's. The job of assessing income taxes is so herculean that the present income tax can be collected practicably only by self-assessment. On the 608 cases, Byrd had invited Congress to investigate, given out everything but the names of suspected offenders and then handed these, too, at the President's instructions, to the Senate banking committee.

**Charges against counsel.** By the time the FHA storm was five weeks old, five of its top aides had walked the plank behind Guy Hollyday (see p. 145). Additionally, as a staff of 35 investigators began digging into

FHA's seized files of Title I and Sec. 608, Deputy HHFA Administrator William F. McKenna announced suspension of two FHA men in Philadelphia for not replying to a questionnaire which asked whether they had received "money and other things of value from certain persons with whom they were conducting" FHA business. Suspended were Chief Appraiser John P. McGrath and Inspector Wilmer Russell. What McKenna did not disclose: investigation of McGrath and Russell had been started by ex-Commissioner Hollyday, who was scheduled to talk to FHA's district director in Philadelphia about it two days after he was fired.

On May 7, Acting FHA Commissioner Mason filed formal charges against Burton C. Bovard, FHA general counsel who refused to resign. The charges (not yet reported elsewhere when this was written) accused Bovard of so much that the immediate effect was to threaten a sharp fight in which the motives of the new FHA regime and the HHFA brass who were supervising it might come under attack.

In 6½ pages of charges, Bovard was accused of "a large degree of the responsibility" for "inadequacies and failures of FHA." Mason complained: "From the time you became FHA general counsel in 1940 until the present commissioner placed you on leave on April 15, 1954, the FHA gradually developed a policy and procedure of callous disinterest towards the victims of abuse and misuse of the name and facilities of the FHA and towards actual frauds."

Bovard was accused of failing to move promptly and adequately to investigate Title I complaints. He was accused of failing to "take any steps to refer the complaints" to the FBI since FHA had too few investigators to cope with the volume (an informal agreement with the Dept. of Justice—now canceled—had given FHA jurisdiction over investigating such cases). Bovard was accused of failing "over a period of many years" to inform himself properly or to understand "the operations of the legal division of the FHA—and the duties of the general counsel." He was accused of not ordering an investigation when it was reported to him that a US attorney in Puerto Rico "had illegally used the proceeds of a Title I loan to purchase an automobile." He was charged with recommending that an investigation of the Grand Rapids, Mich. FHA office be called off because there was "no evidence indicating that the state director was wrongfully interested in his brother's building operation." (Later, the chief underwriter and chief architect at Grand Rapids were indicted on 20 counts and Bovard revived his investigation.) Bovard was accused of "lack of comprehension... of the requisites of an adequate investigation" into the celebrated charge that Clyde L. Powell, ousted FHA rental housing boss, dropped \$5,000 one night gambling.

**'Irresponsible, malicious.'** Bovard announced he would fight back. His attorney, Clayton L. Burwell, called the accusations "ir-



responsible and malicious." He said: "It is a shocking thing for a man with 19 years of devoted service to an agency, occupying positions of importance and prestige in government, to be suddenly confronted with vague and unidentifiable charges of professional incompetence. This is the 'new look' of career government servants. . . . The charges reached a new high of pettiness and lack of foundation. To illustrate: under Charge 7, one of the derelictions imputed to Mr. Bovard is his failure of duty in not having seen a list of 500 or 600 items approved as eligible for insurance under Title I. It appears that the list of 500 or 600 items was not in existence [when Bovard was ousted] and, consequently, he could not have seen the list." Burwell said accusations that FHA developed, under General Counsel Bovard, "callous disinterest toward the victims of abuse" only "points up the political motivation" of his ouster. If Bovard's ouster sticks, cried Burwell, "there will be no protection for career servants of the government."

**Reorganization delays.** At HHFA, too, top-level personnel changes seemed to be in the making. The agency kept it quiet at the time, but when Investigator McKenna became deputy administrator to run the FHA inquiry, Deputy Administrator B. T. Fitzpatrick was bumped down to general counsel—a job he had held as an additional duty. Word circulated in Washington circles that the White House had told Cole to fire Fitzpatrick as quickly as possible. Fitzpatrick is considered one of the architects of a policy of reorganizing FHA out of much of its present quasi-independent status.

Most dopesters still figured that FHA would lose some of its independence in the long-expected reorganization. HHFA's Cole hinted last month that this was so by agreeing that the HHFA take-over of FHA's compliance division "does part of it." Cole said he "assumed" there would still be a housing reorganization plan submitted to Congress by the White House. But whether it will come in time to become effective without an affirmative vote by Congress seemed in doubt. If the reorganization is submitted 60 days or more before Congress adjourns, the legislators may veto, but not amend it. A reorganization can go into effect in less than 60 days only if Congress votes approval.

**Outcome unclear.** Would the scandal investigations seriously disrupt operations of FHA across the nation? In some areas, builders reported appraisers were already tightening up. But most districts reported things were about normal. In any case, it was too soon to be sure what the effect would be: it will take another month or two for that to become clear.

One of the tartest reactions came at mid-month from Thomas P. Coogan, ex-NAHB president and former armed forces family housing chief who is president of a New York mortgage firm. Wrote Coogan: "... Well-known facts have been reviewed and deliberately classified as frauds when, actually, no

fraud has yet been shown. . . . Those in power appear to be intent on destroying confidence in FHA and making it an unworkable agency." He asked: "Is it a plot to destroy FHA by the groups who would revert to archaic methods of mortgage lending? Is it a political scheme to reduce FHA to a subservient status so that politics can control its personnel and operations? Is it a political scheme to destroy the housing agency in order to discredit the previous administration? Or is it another symptom of the continuing lack of housing knowl-

## Norman Mason, acting FHA chief, seeks new staff at low pay for besmirched agency

"My job is to get rolling. Of course I want things cleaned up but that isn't my main job."

In those words, Lumberman Norman Mason, FHA's acting commissioner, sized up last month his efforts to pick up the pieces of FHA and rebuild its top ranks of officials. So many heads rolled in the FHA housecleaning engineered by HHFA that for a time Mason found he did not have even one assistant or deputy commissioner and thus nobody in Washington authorized to sign mortgages. (That was quickly solved by designating acting assistants.)

**Vacancies galore.** Mason was in the job market for: 1) a new deputy commissioner to replace able Walter L. Greene, 2) a general counsel to replace the ousted Burton C. Bovard, 3) an associate counsel to replace the ousted Howard Murphy (who was FHA's chief liaison man with the FBI and the Department of Justice), 4) an assistant commissioner for rental housing to replace the most controversial figure of 608 rental apartments, Clyde Powell, 5) an assistant commissioner for field operations to replace Hugh Askew who joined NAHB shortly before the storm broke, 6) an assistant commissioner for Title I to replace the ousted Arthur Frentz. "I'm fortunate to have so many top jobs to fill," said Mason. If, as many housing men felt, the old FHA crew had become an ossified bureaucracy, only such a massive transfusion of new blood would revive the housing administration now. But meanwhile, Mason's dilemma was how to keep the shop running with second- and third-echelon people.

In recruiting, one of Mason's biggest headaches was FHA's pitifully low salary schedule. Assistant commissioners, for instance, were paid only \$10,800 to \$12,800 a year. The key general counsel job paid a top of \$11,800. One explanation, said Washington housing men, was that HHFA had grabbed most of the top pay schedules for its own officials when HHFA was organized in 1947. Generally speaking, FHA was still stuck with its 1934 pay levels.

**New industry aides.** To study ways to improve FHA operations and policies in what

edge and its importance by the administration's high command?"

The furore would go on for months. Meanwhile, Guy Hollyday, whose ouster started it all, returned to Title Guarantee Co. in Baltimore as chairman of the board. Friends of the former commissioner planned a testimonial dinner for him there at \$12 a plate. Some of the money will be used to outfit a neighborhood meeting house in a rehabilitated area—rehabilitation was Hollyday's pet program. It will be called Hollyday House.

will be the agency's biggest overhaul in its 20-year life, Mason named committees both inside and outside of government. From the industry, he appointed a panel of twelve representative housing lenders:

Devereux Josephs, president of New York Life Insurance Co.; Joseph A. Grazier, president of American Radiator & Standard Sanitary Corp.; C. J. Backstrand, president of Armstrong Cork Co.; Douglas Meredith, executive vice president of National Life Insurance Co.; Builder Robert P. Gerholz, former NAREB president; Paul Ely of the Ely-Hoppe Lumber Co. of North Platte, Neb.; MBA President William A. Clarke, head of W. A. Clarke Mortgage Co. of Philadelphia; J. R. Jones, vice president of Security First National Bank of Los Angeles; Harry Held, vice president of Bowers Savings Bank of New York; Philip W. Kniskern, president of First Mortgage Corp. of Philadelphia; W. F. Keesler, vice president of First National Bank of Boston; Norman Schlossman, first vice president of AIA.

On the theory that squabbling would be minimized by keeping differing interests compartmentalized, Mason named a separate panel of eight representatives of housing public interest groups.

**Builder by habit.** As a man with the job of rebuilding a shattered outfit, Mason could call on the experience of 31 years building a lumber business in a New England area where building businesses are not generally expanding. When Mason took over as head of William P. Proctor Co. of North Chelmsford, Mass. in 1923, it consisted of a wooden box business and—in his own words—"a one-horse lumberyard." Today the firm runs five retail yards in New Hampshire and Massachusetts and has expanded to saw mills in both Massachusetts and New Hampshire.

Before becoming FHA commissioner, Mason sold his interest in the lumberyard to his son, David. He resigned as chairman of the US Chamber of Commerce's civic development and construction department, and as director of the US Chamber. He gave up his post as president of the board of governors of the Building Research Institute, as a board member of the Building Research Advisory Board and as a life director of the National Retail Lumber Dealers Assn. (of which he was president in 1946-48).

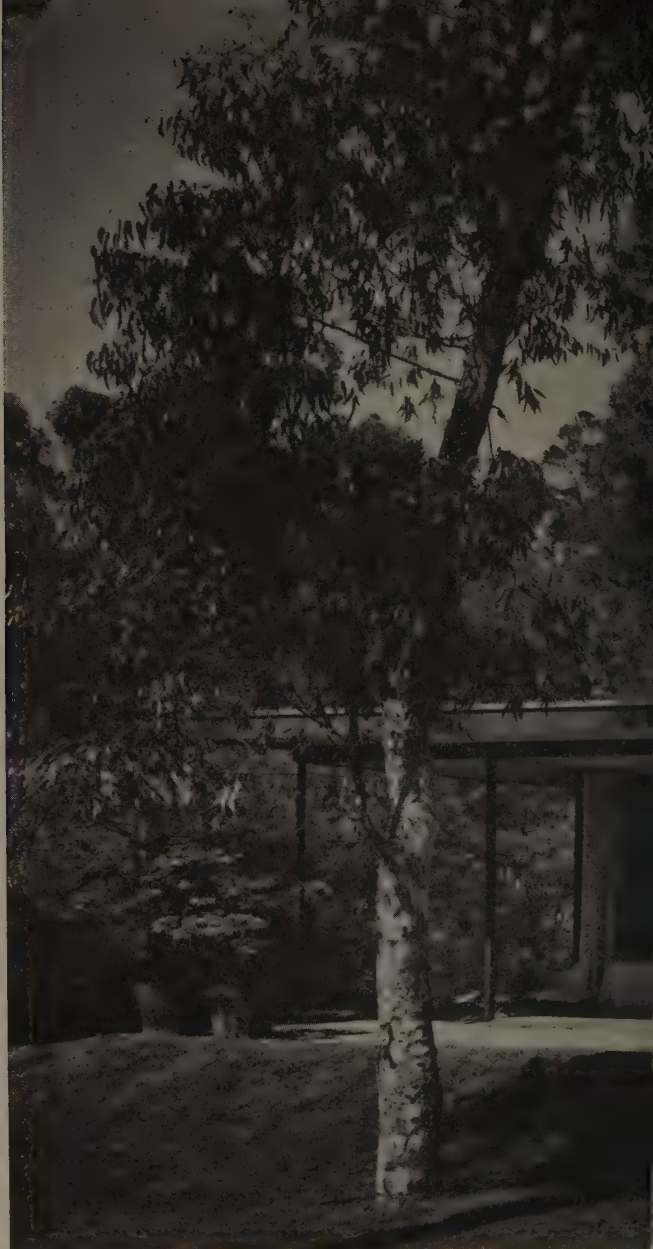
LOCATION: Balboa Park, San Diego, Calif.  
 LLOYD RUOCCO, architect  
 COST: \$25,000  
 GARDEN VILLAS, prefabrication and construction  
 HARRIET WIMMER, landscape architect  
 DESIGN CENTER, interiors



Photos: Ed Sifers



*Part and parcel of Ruocco's system were shop-fabricated roof and ceiling panels, interior storage partitions, exterior glass walls and sliding doors. Once posts, beams, slab were set, major part of on-site work was complete.*



## Home show house

Many home show houses are one-shot affairs—expensive, gadget-loaded and with no ideas for architects or builders. But this one by Architect Lloyd Ruocco dramatizes the beauty and advantages of post-and-beam construction (see pp. 98-115) and introduces steel posts and a prefabricated roofing and ceiling system.

As a first-rate prototype, it points sharply to post-and-beam possibilities on a mass-production scale. Here's why:

- ▶ Posts are standard 21½"-square steel 12-ga. shop-welded.
- ▶ Entire frame was erected without cutting during assembly.
- ▶ Plywood and hardboard components are precut 4' x 8' sheets.
- ▶ Sliding exterior glass doors and glass walls were shop-finished.
- ▶ Standard cabinet-making methods were used.
- ▶ Most interior partitions and casework were shop-fabricated.
- ▶ It was built in a month without previous prefab experience.





*Glass above partitions makes roof seem to float on air*

## has mass-production potential

From the lessons learned on this house Ruocco believes he has worked out an economy all-wood structure, custom-designed for a client, with such basic luxuries as two long sides of glass, large sliding doors, central heating, storage partitions, fenced patios and wide overhangs—for from \$10 to \$11 per sq. ft.

"There is beginning to be some interest in this type of house," says Ruocco. "Time will tell."

His indictment and forecast:

"In comparison with other industries residential construction methods are as dead as a dodo. Inevitably housing will come right out of package units made by several manufacturers. I can see the time when 4' x 8' x 3" sandwiches of wood, plastic or other materials, complete with ribbed bracing and insulation, might be picked from a catalogue by an architect, much as he selects doors and windows today—and in the same variety."

Like many other designers, Ruocco believes dimensional standardization is the key to better and more economical housing, thinks final weight and size of standard units will be determined by what two men can handle easily ("workers in pairs operate most efficiently"). Best bet for standard size: 4' x 8' sheets ("not too bulky, not too heavy"). Like Carl Koch with his paneled roofing and flooring system (H&H, Feb. '54, p. 106), Ruocco carries the idea of plywood one logical step further by stiffening 4' x 8' plywood sheets with 2" x 3"s in the prefabrication stage so they can be dropped in place during erection. His biggest brief for the method: "working with parts instead of with pieces."

Because this house was built in a public park for the home show it was made demountable for a 9'-wide clearance into the site. It was dismantled for \$275 undamaged. "A previous show house," says Ruocco, "was reduced to rubble before moving."



*Simplicity of design and luxuriant landscaping—common to Japanese architecture (see p. 138)—were relied upon by Ruocco for beauty. Only element separating house from surroundings is slender steel posts. Ceilings are 9' high. Here living room is seen from entrance foyer.*

**Supported by only 18 steel posts,**



*Horizontally moduled at 8' with steel posts, house is automatically divided into regular patterns. Braced by tie rods and high muntins, fixed-glass units could as easily have been solid walls of brick, wood or hardboard to overcome any privacy problems not solved by fencing.*





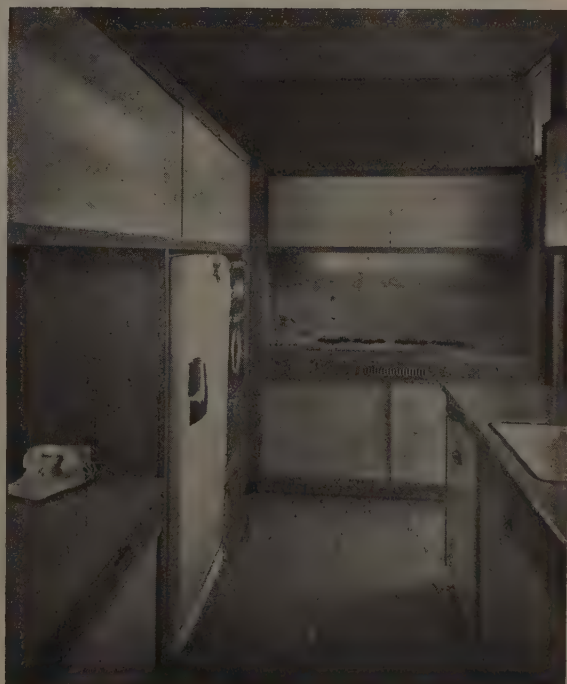
Dining area overlooks jalousied porch, is close to utility room

## house gains complete flexibility, inside and out

*Compact, L-shaped kitchen has 40 lin. ft. of cabinet space with sliding translucent plastic doors that stay out of the way when open. Cabinets over sink have glass above for added light. Refrigerator and built-in oven cannot be seen from the living room.*

Architect Ruocco's initial object with this house was to design a newsworthy display house aimed "not so much at solving everyone's pressingly average problems as to make a refreshing statement." He fitted the house to the site so 60,000 visitors who saw it could walk in and out of the house through the sliding glass doors and see every room but the bath without doubling back, savor the freedom of indoor-outdoor living.

"Now," says Ruocco, "I realize that in any moderately large, say 20 to 25 units, operation, very high-class houses could be quickly and cleanly constructed without dependence on the superficial variation of many different stock plans: real custom design could be achieved with standard units. Careful dimensioning, detailing and layout are of first importance. Lightness, translucency, sun and gardens are the first steps toward a new urbanity."









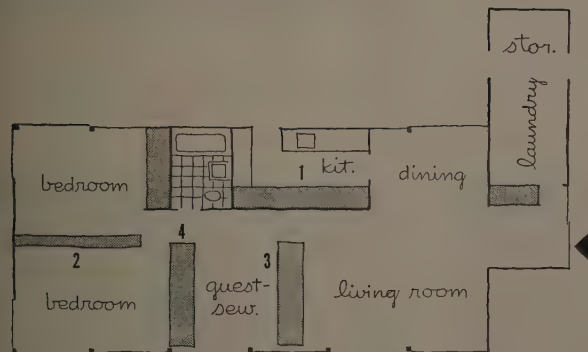
**Exterior wall** of master bedroom is wholly of glass but is easily curtained full height through use of low-cost curtain track in ceiling. Note built-in, hinged night stand in storage partition (2), proximity of bathroom (seen through open door).



**Multipurpose room** borrows space from hall, gets additional illumination from transom glass atop kitchen-hallway partition. Storage partition (3) rapidly converts guest bedroom from study with hinged writing surface.

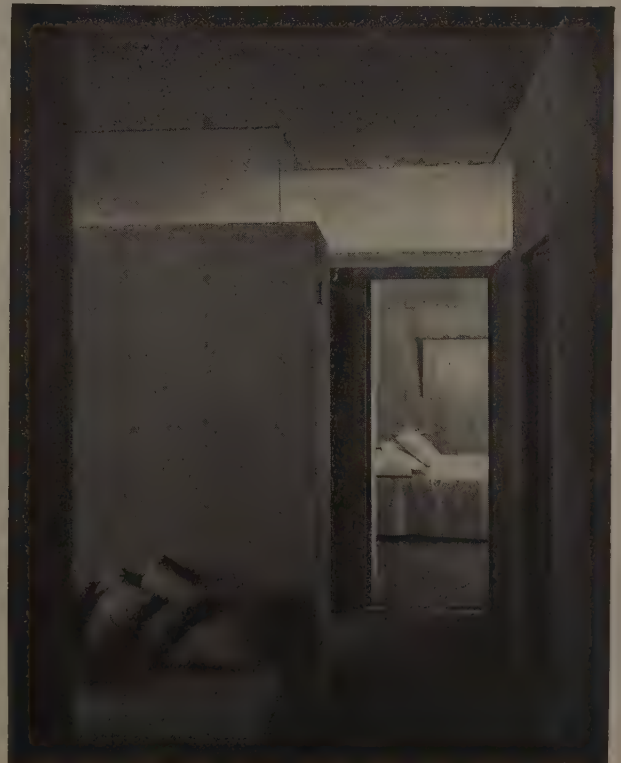
Snack-bar-pass-through combination has sliding fiber-reinforced plastic doors (1 on plan)

## Storage partitions permit variable divisions and use of space



Since roof rests only on thin steel posts, storage partitions can be moved at will or whim of owner. Note from photos that essential furniture units are built right into walls.

**Privacy** between rooms was deliberately diminished except in bathroom walls (right) by use of glass strips over partitions (4). Reasons: to accent openness of plan, emphasize nonload-bearing nature of walls. Prefabrication extended to interior doors which were shop-finished and hung.





## How the house was built

In the prefabrication stage, four men spent 29 working days in the shop. Breakdown of time:

Operation	Carpenter hours	or 8-hour days
Cabinets	480	60
Exterior sliding doors	56	7
Hinged doors, hardware installed in frames	48	6
Ceiling panels	72	9
Roof panels	48	6
Wall panels, both interior and exterior	120	15
Fascia and sill	48	6

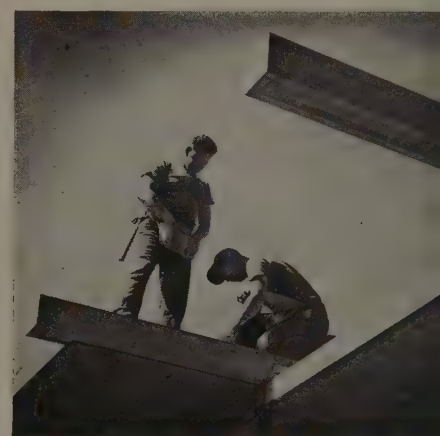
"This could be cut from 30% to 50% with a suitable set-up for mass production," says Architect Ruocco.



Steel columns and cover plates were installed in  $4\frac{1}{2}$  man-days. Main beams ( $4" \times 14"$ ) took  $3\frac{1}{2}$ . Note how easily trucks "entered" frame.



Longitudinal tie beams ( $3" \times 6"$ ) were put in place in 2 man-days; ceiling panels took 9 because of wiring, cutting; roof panels,  $2\frac{1}{2}$ .



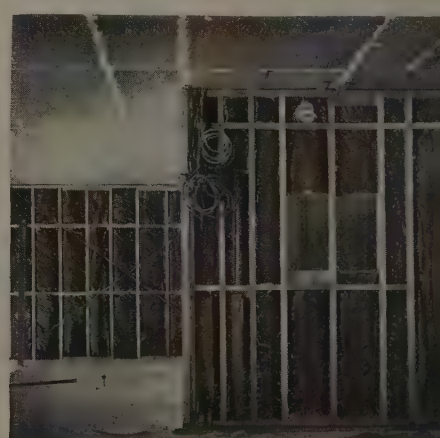
Outriggers were finished in  $1\frac{1}{2}$  man-days. Space at outer edge was left void for later application of wiring, cold cathodes for outdoor night lights.



Construction was facilitated by 8' module. Plumbing, heating, under-slab wiring for floor plugs proceeded while framework was erected.

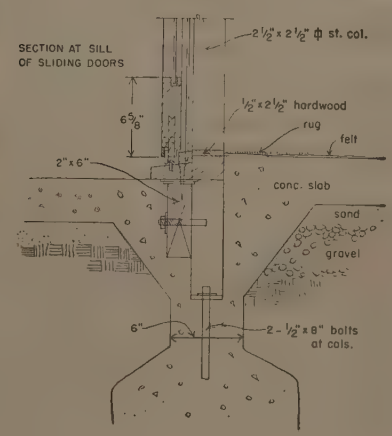
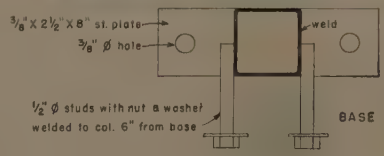
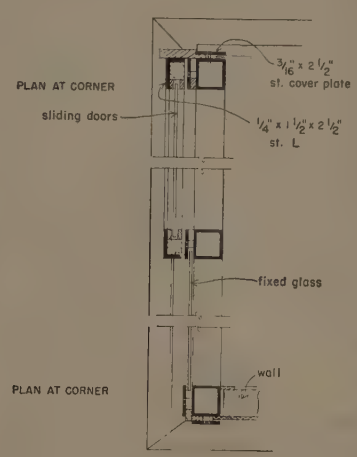
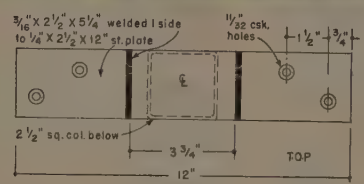
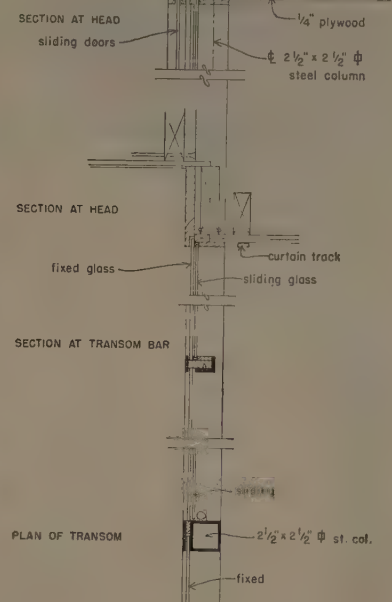
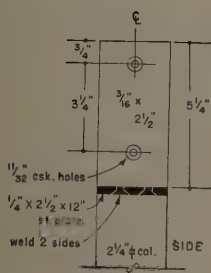
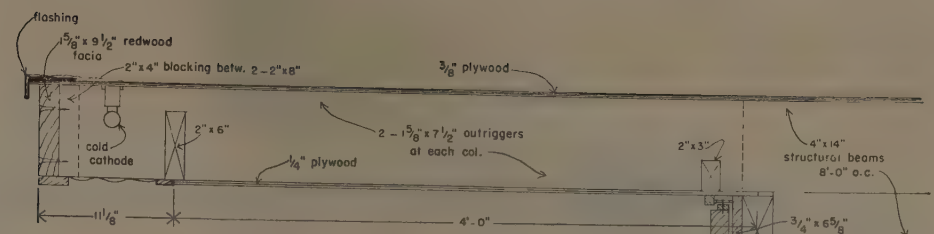


Ledger strips for roof panels took  $1\frac{1}{2}$  man-days to nail. Steadier flow of prefab parts could have cut total on-site time to two weeks.



Overhead wiring was run through ceiling plenum, dropped to such partitions as one in foreground for bathroom wet wall.





Photos: Ed Sievers

**Tubular steel columns,  $2\frac{1}{2}$ " square, and select structural timbers form skeletal structure.** Anchor plates, lugs,  $\frac{1}{2}$ "-diameter steel studs were welded to posts in shop. Entire frame is demountable with wrench and screwdriver. Double diaphragm of plywood in roof and ceiling makes structure exceptionally rigid against lateral stresses, distributing loads evenly in tie rods. Helpful detail was 2" x 6" rough redwood runner which was bolted to bottom of columns (see photo, right) to align and anchor milled redwood sill holding glass and sliding-door tracks. Time: one man-day. Doors slide on bottom rollers to prevent vibration and support problems inherent in overhead suspension. Exterior sliding doors were installed in two main bays.

# Can your houses pass this test?

LIFE has just (May 3 issue) broadcast these 40 questions

in 5,400,000 copies to 26 million readers.

You will almost certainly have to answer them in your houses

Says LIFE: few buyers have technical knowledge of building or what to look for. This questionnaire is devised to help buyers assess a house on the basis of things they can see and recognize. If a builder made a conscientious effort to provide comfort at a fair price, he probably not skimped on materials and construction that cannot be or judged by amateurs. Each question should be rated according to points allotted it. Top score on this quiz would be 330 points.



1. Are there big trees in the immediate neighborhood? Is there a park, brook, pond or other natural interesting feature? Top score: (17)



2. Do several of the streets curve? Are there short dead-end streets to minimize through traffic? (14)



3. On a street running east and west, has builder put the same window arrangement on houses on opposite sides of the street, ignoring difference in sunlight and breezes? If so, score zero. (10)



4. Is the front of the house "dressed up" with fancier window styles than those on the sides? Does it have scalloped valances, shutters that do not close, fences that do not fence? If so, score zero. You'll get tired of these and wish the builder had spent the money more soundly. (13)



5. Are all large glass areas and doors protected by roof overhangs? They should be. (10)



6. Is there enough space for outdoor living and eating and is it reasonably private? (17)



7. How big is the lot? (Good: 75 ft. frontage or over. Poor: under 60 ft. or 6,000 sq. ft.) (15)



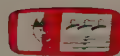
8. Has the builder planted any trees other than "foundation planting" along front wall of house, and has he provided fences or trellises or hedges for privacy from the street and neighbors? (11)



9. What ventilation is provided between ceiling and roof? (If you see a continuous slot under the eaves, or louvers that fill most of the gable ends, score full value. If you see no slots or only a small louver, score zero.) (10)



10. Does the main entrance open directly into the living room? If so score zero; score top value if it opens into a full entrance hall. (6)



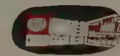
11. Is there a coat closet (it should be a minimum of 3½ x 2 ft.) near the entrance? (6)



12. Can you get to the bedrooms and bath from the entrance and also from the kitchen without going through living room or dining room? (9)



13. How many exposures has the living room? If only one, score zero. (At least two exposures are needed for good light and ventilation.) (4)



14. Is there storage space in the living area for books, records, card tables, fireplace wood? (5)



15. What is the total length of the kitchen base cabinets (include length of the under-sink cabinet and storage part of range in total)? (Over 11 ft. is good, under 8 ft. 6 in. is poor.) (8)



16. How long is the kitchen "work triangle," which goes from the center of sink to refrigerator to range and back again to sink? (A total length of under 12 ft. or over 20 ft. is poor.) (6)



17. Is there a counter at least 1½ ft. long on each side of the sink, and on at least one side of the range? There should also be one by the opening side of the refrigerator. (6)



18. Is there space for storing an ironing board? And is there enough room to set it up? (5)



19. Is the bathroom big enough? Are the fixtures in compartments so that more than one person can use it at a time? If there are more than the three standard fixtures, is the fourth an extra basin? Is there room for storage and hamper? (11)





20. Are the bedrooms large enough? (Remember that children may have to study in theirs, parents may have to use theirs as a sitting room when older children take over the living room.) (8)








The questionnaire is a short version of the *Home Buyers' Check List*, prepared by the Southwest Research Institute, which has spent five years working with architects and builders all over the US in an effort to improve housing. There are 171 questions in the complete check list, which is available in pamphlet form from Housing Research Foundation, Box 18, San Antonio, Tex. Single copies 25¢ in coin; 10 to 100 copies, 15¢ each; 100 to 1,000, 10¢ each; over 1,000, price by special arrangement.


 21. Are windows in children's room so high that they cannot see outdoors? If so score zero. (4) \_\_\_\_\_


 22. Do bedroom clothes closets open full width? They should. How wide are they (minimum 36" per person, *not* per bedroom) and how deep (22-24" good, under 20" or over 26" is poor)? (15) \_\_\_\_\_


 23. Are there conveniently located closets for linen and cleaning equipment and materials? (8) \_\_\_\_\_


 24. Is there a convenient place to store trunks, boxes, furniture, skis, sleds, camping equipment, screens, storm sash, etc.? (These are often heavy and bulky, not easy to take up and down stairs. Basement storage is likely to be damp.) (6) \_\_\_\_\_


 25. Is there a place accessible to the outdoors to store the lawnmower, other garden tools and garden furniture that is not waterproof? (6) \_\_\_\_\_


 26. Can you go from garage or carport to house under cover when the weather is bad? (6) \_\_\_\_\_


 27. Is there a place for making minor home repairs? (You need some place to work and a place to store the tools, paints, ladders, etc.) (5) \_\_\_\_\_

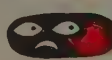
 28. Is there a suitable place for children to play indoors? An outdoor play area where small children can be watched from the kitchen? (9) \_\_\_\_\_


 29. Is there a place in the house where you can read or study without being disturbed? (6) \_\_\_\_\_


 30. Do doors and windows open easily and close tightly? Is there metal weather stripping for protection on all outside doors? (4) \_\_\_\_\_


 31. What size is the water heater? (Minimum 30 gal.; for a 3-bedroom, 1½ bath house, 40 gal.) (5) \_\_\_\_\_


 32. Can you enter the house from any entrance and go through to any room without having to go back and turn off lights? For example is there a switch at each end of the bedroom hall? (3) \_\_\_\_\_


 33. Is there good light on the kitchen counters so that you do not work in your own shadow? (4) \_\_\_\_\_


 34. Who was the architect of the house? (Rate him by other work he has done. Has it been published? Has it won any prizes or awards?) (10) \_\_\_\_\_


 35. What is the square-foot price of the house (sale price divided by floor area—not counting garage, porch, basement, etc.)? Compare with lowest sq. ft. price in your region. (10) \_\_\_\_\_

 36. Does the builder give a warranty and if so, for how long a period? (If one year or more, score full value; if no warranty score zero.) (10) \_\_\_\_\_

 37. Does the builder make good on defects? (Ask people who have lived in his houses.) (12) \_\_\_\_\_

 38. Has the heating been adequate in this builder's houses? (Ask people who have lived in one of his recently built houses for a year or more.) (8) \_\_\_\_\_

 39. If there are basements in this builder's houses, are they dry? (Ask people who have lived in one of his recent houses for a year or more.) (8) \_\_\_\_\_

 40. PENALTY: If there are only two wires bringing electricity from the power line into the house, deduct 15 points. There should be three. \_\_\_\_\_

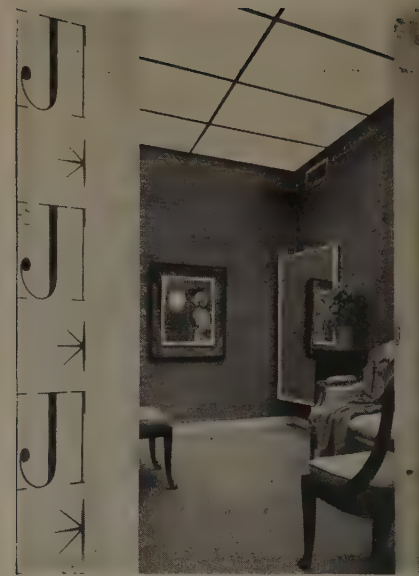
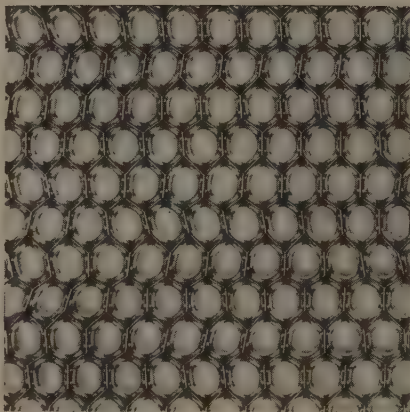
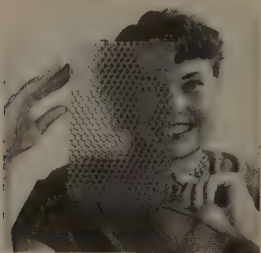
TOTAL SCORE: \_\_\_\_\_

## NEW PRODUCTS



Dramatic entrance results from using Hexcelite in conventional metal door frame

Cells resemble cross-section of beehive. Close-up (right), shows how cells are separated by pre-formed metal foil. Model (below) demonstrates translucency of panels.



Luminous ceiling is made from core material

### GLASS SKIN with an aluminum skeleton permits structural use of ordinary window glass

Newest addition to the "light, but not sight" field are these window-glass panels, braced by on-end 5/16" aluminum cells (originated as a core material for aircraft panels). The panels can be used for interior or exterior walls or doors, partitions room dividers, ceilings—anywhere that translucency is desired.

The intrinsic good looks of *Hexcel's* honeycomb have been exposed to view by lamination between two sheets of ordinary window glass, with a thermosetting adhesive as a bonding agent. The adhesive can be tinted to add color to the dimensional pattern, and the resultant panel (*Hexcelite*) can be installed like plate glass with clips and glazing compound, or set in mastic with metal stops.

### Hard-working good looks

Standard panels are 2' x 4' x 1/2", but other sizes will be made to specifications. Insulation value is high, the U factor of .95 being about halfway between window glass (1.14) and insulated double-glazing (.63). Thermal changes, do not affect it, and hard shocks produce only a "cobweb" failure, no shattering.

Initial prices will approximate \$2 per sq. ft., competitive with other structural glass. Fabricators, now being set up throughout the country, will have quality standards for the panels included in their franchise agreement.

**Manufacturer:** California Reinforced Plastics, Co., Inc., 955 61st St., Oakland 8, Calif.

*continued on p. 172*

### Other NEW PRODUCTS in this issue



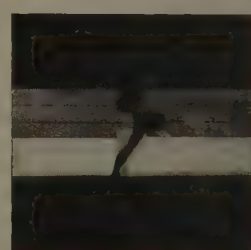
Siding up to 24" wide, p. 180



Patterns in paint, p. 184



Four-way range hood, p. 184

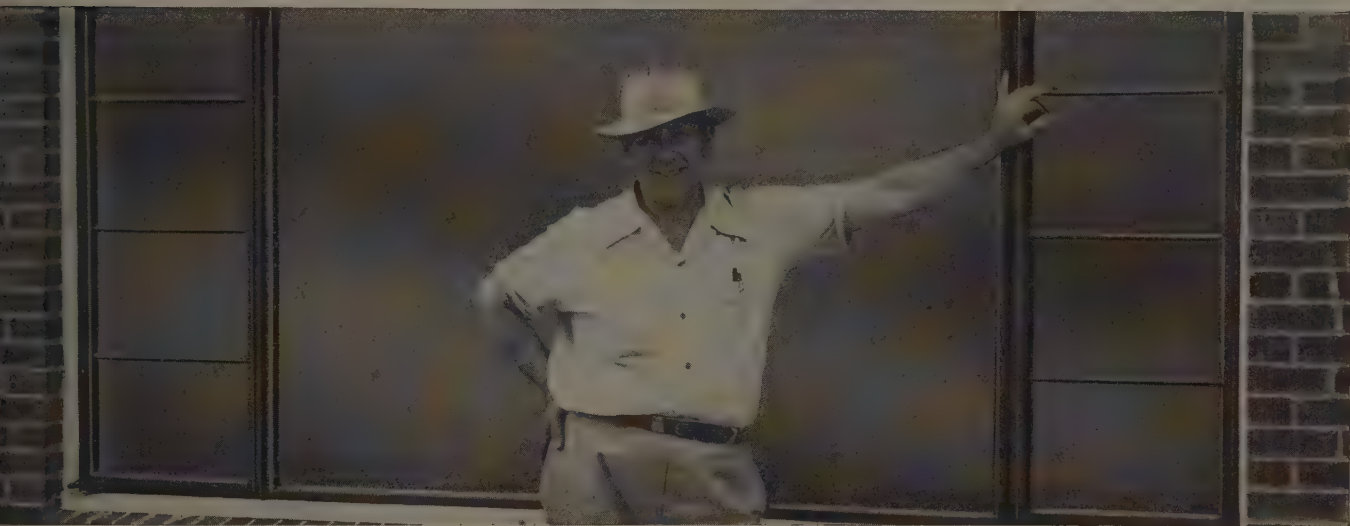


Vapor-barrier decking, p. 176



# STEEL WINDOWS!

**"STEEL WINDOWS** are my choice every time," says J. Charles Bennett, Vice-President, Pleasant Park Homes, Inc., Jeannette, Pa. "With steel case-ment windows I get a much better window . . . at lower cost . . . with less time spent on installation than with older, conventional window construction. Because the window comes as a complete unit—without any extra sills, trim or other accessories—it's easy for my workmen to make a neat, finished job in about three minutes. And there's no special opening construction necessary either. Steel case-ments go right in the simplest rough opening . . . and their outside trim makes a fine stop to butt brick, frame or stucco against."



**GEORGE BENSON**, Owner, Benson Construction Company, Whitehall, Pa., tells why he uses steel windows. "When I choose a material or a product for the houses I'm building, I want to be sure it's got what it takes. And that goes for windows, too—they have to be able to take rough and fast handling. We just haven't got time to baby them. That's why I buy steel windows. Then I know I've got good, rugged construction that'll be easy for my men to put in, that'll stay the right size without any shaping or adjusting to make 'em fit, and that'll give my customers good service as economically as possible.

"And another thing, most of my customers have pretty definite ideas about how many windows they want, where they want them, and what size and shape . . . so I need to

use a window that will meet a lot of different conditions. That means steel windows, too. They give me a greater design variety than any other type window."

For more than 40 years United States Steel has been supplying window manufacturers with special rolled section high-grade open-hearth steel.

Enthusiasm for steel windows is not limited to the builder. Architects, realtors, mortgage holders, as well as builders, all agree on steel windows throughout for many modern buildings. Architects find that the versatility of steel windows makes them easy to specify for all kinds of homes and other structures. The realtor knows that homes with steel windows move faster than those with other types of window construction. And any building and loan outfit would rather hold a mortgage on a building that features modern, well-built equipment like steel windows.

UNITED STATES STEEL CORPORATION, PITTSBURGH • COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO  
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA.  
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

Look for this label  
—it is your assurance  
that the windows are made  
from quality steel.



4-876A

## USS STEEL FOR WINDOWS

UNITED STATES STEEL



Sizes for any  
double-hung or  
louvre window

TENSION-tite aluminum  
screens fit all wood double-  
hung or jalousie windows.

Built-in  
template

Assures fast, mistake-proof  
installation. Screen is cor-  
rectly centered at all times.

Put up with only  
5 screws

The five screws (six on  
screens wider than 3'-0") are  
inserted in seconds. No  
loose hardware—no lefts or  
rights.

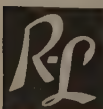
All  
Aluminum



\*TENSION-tite screens are superior  
in many ways...for example:

FEATURES	TENSION- tite	SCREEN A	SCREEN B	SCREEN C
<b>ADJUSTABLE TENSION</b> Tension does not depend on springs.	YES		YES	
<b>SELF-CENTERING</b> Screen cannot slide to right or left when opened.	YES		YES	
<b>NON-BOWING BOTTOM BAR</b> Center clip provided on all wide screens.	YES			
<b>PRE-ATTACHED HARDWARE</b> Nothing to lose. No lefts or rights to install.	YES		YES	YES
<b>NO LEVERS</b> Children play with tension levers; fre- quently snap them off.	YES			
<b>FASTENS TO SILL</b> No danger of split- ting vertical blind- stops.	YES			
<b>CAN BE PUT UP FROM OUTSIDE</b> If upper sash is stuck or nailed.	YES			

See Sweet's Light Construction File 5b/Ru for additional data or write



**RUDIGER-LANG CO.**

2701 Eighth St., Berkeley 10, Calif. • Suite 310, International Trade Mart,  
New Orleans, La. • Distributed in Southern California by TENSION-tite  
Window Screen Co., 8473 Beverly Boulevard, Los Angeles 48, California

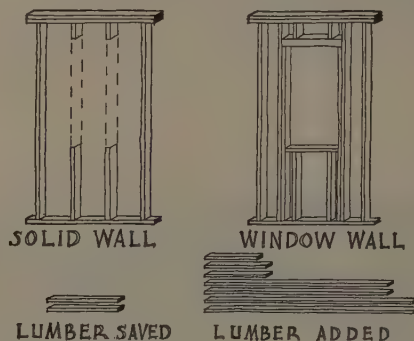
## REVIEWS

**NINTH ANNUAL SHORT COURSE IN RESIDENTIAL CONSTRUCTION.** Small  
Homes Council, University of Illinois, Urbana, Ill. 72 pp. 8½" x 11". \$2

This resumé of the Small Homes Council's short course for builders is  
packed tight with usable information. Already reported in detail by  
H&H (March '54), the Lu-Re-Co wall-panel assembly system was the  
featured attraction at Urbana, but several other developments ran  
almost as high.

### Six steps save \$244

SHC discovered that a 28' x 40' house with normal windows cost  
\$14,000, but that if all openings were eliminated, the cost would drop  
to \$12,975, demonstrating that the in-place cost of the 19 window  
was \$1,025, a figure that builders might challenge until they realize  
that this includes the preparation of the wall for the windows.



Using a glass area equal to 18% of floor area, SHC determined that  
these window openings would cost \$512, but that six steps in framing  
could save \$244, or 48%, without reducing the window area by an inch.

The steps:

1. Combining small openings; savings: \$134.
2. Window placement to cut number of studs; savings: \$14.
3. Proper width to eliminate one stud; savings: \$15.
4. Raised header; savings: \$18.
5. Continuous header; savings: \$16.
6. Studs 24" o.c.; savings: \$47.

### What's in a stud?

SHC's W. H. Kapple concludes:

"It is important to save a stud. One of our builder friends says that  
he could save \$10 for every stud omitted. I don't know that we would  
be able to prove [this], but I am sure: the saving for omitting a stud  
is . . . almost \$3. Therefore, I hope you agree that saving a stud here  
and there is important, and that proper planning of wall openings will  
save such studs and effect economy in framing."

### The model house

Another subject given heavy attention at the course was the display  
house and its furnishings. Some excerpts:

"Your problem is to furnish the model house so that you sell  
rather than the furnishings. To do this you need more than a house  
with furniture. The house must both gain attention and then hold it."

"Should you tackle the job yourself? Probably not."

"It is almost as important to know when to stop adding as it is to  
know what to add."

"Furnishings should be consistent, harmonious, balanced, and con-  
tain special emphasis."

The lecture on the model house concludes with almost two full pages  
of "do's," "don'ts," and "suggestions," valuable to any builder who  
uses his model house as his showcase.

Articles on framing sloping ceilings, insulating the plank-type roof  
and a panel discussion on air conditioning are included in this book,  
which gives readers the skeleton of the short course.



# GENERAL MOTORS PRODUCTION SKILL SLASHES BUILDER COSTS WITH DELCO-HEAT



**Automobile assembly line techniques assure  
lower bids from Delco on your heating contracts**

The automobile production line has come to home heating! You can save dollars on every housing unit . . . save up to *thousands* of dollars on every project. Yet, with all these savings, you also gain in sales appeal and customer satisfaction. No other heating plants offer such proved and tested trouble-free comfort. No others offer the sales magic of the General Motors name. No others are so carefully engineered for modern installation in closet, alcove, utility

room and basement. High, low or reverse flow models—gas or oil fired—your best bid will always be the Delco-Heat bid. Shown above is the gas fired Conditionair (Model GBC90-H). AGA-approved for close clearance application—only 25" x 25" x 67". Why not call your Delco-Heat distributor today? Or write: Dept. HAH, Delco Appliance Division, General Motors Corp., Rochester 1, N.Y. In Canada, Delco-Heat, Toronto 13, Ontario.



## DELCO-HEAT

**For a good deal . . .  
deal with DELCO**

*. . . a complete line of automatic oil and gas fired conversion burners, Conditionair forced warm air furnaces and heating and cooling units, boilers, water heaters and electric water systems.*

## "COOL SLEEPING" APPEAL PUSHES HOUSE SALES FOR BUILDERS BUXBAUM & WARANCH!

Mr. Buxbaum says:

"Customers today look for the items in a house which will add to their comfort. That's why each of the 120 homes in our subdivision includes an R & M attic fan for 'whole-house cooling' at no additional cost. Our advertising slogan, 'No sleepless nights at Roosevelt Estates,' has been quite successful."

Julius Buxbaum, Partner  
Roosevelt Estates  
Norfolk 5, Virginia

Just as Mr. Buxbaum says, people today put comfort first. For example, many now consider coolness in summer just as important as heat in winter! Imagine, then, how impressed your prospects will be with this *complete home cooling!* You can promise cool sleeping, cool living. Because an R & M Attic Fan *cools every room in the house!* It forces out pent-up heat, pulls in cool, fresh outside air. Here's the ideal *built-in* sales talk. It sounds expensive, yet it sells—complete with automatic ceiling shutter—for as little as \$137.60\*!

Include this sales appeal in your "package." You'll get selling benefits far beyond its low cost! The smallest unit requires only 18" of attic clearance; the largest only 22". Fits narrow hallways. Quiet and long lasting. Fan and motor have factory-lubricated, sealed ball bearings. Fan guaranteed 5 years; motor and shutter, 1 year. Certified air deliveries are 5,000 and 7,000 CFM. 10,500 and 16,000 CFM sizes also available. Send the coupon for our informative guide to comfort cooling!

### EASY TO INSTALL—1-2-3!



Fan and shutter arrive set up. Simply place fan over framed ceiling opening. Rubber cushion makes it self-sealing!



Complete automatic shutter unit screws to ceiling opening frame; flange forms trim. No finishing needed.



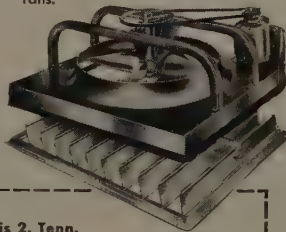
Ready-made attic louvers can be installed quickly by one man. Sizes for each of various-sized fans.

## ROBBINS & MYERS

"Package" attic fans



\*Prices subject to change without notice.



ROBBINS & MYERS, INC.  
Fan Division HH-64, 387 S. Front St., Memphis 2, Tenn.  
Please send your booklet, "R & M Comfort Cooling and Ventilating," A.I.A. File No. 80-D-1.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



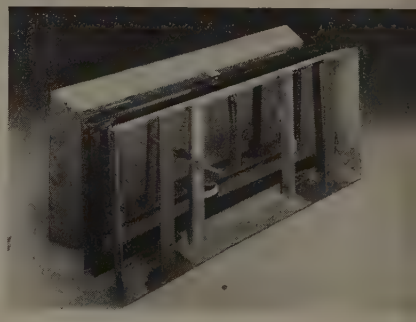
IT'S FREE!

## NEW PRODUCTS *continued*

**REMOVABLE STEEL FORMS** leave basement sash embedded in poured concrete walls

Basement window sashes are positioned in poured concrete walls like nuts in a fruit cake with Steelcraft's new forms, which assure perfect fit and eliminate any possible leaks in mortar joints.

The operation is simple: a basement sash is locked into the steel form, and the forms nailed to the foundation forms. Then the concrete wall is poured in the usual manner. When the concrete has set and the forms are removed, the window remains set in the wall.



The forms are made of heavy-gauge (11-ga.) steel, Bonderized and given one coat of baked-on primer, and may be used over and over indefinitely. Normal thickness is for 8" walls, but extensions are available for 10" and 12" concrete. Prices (8" wall): 15" x 12", \$19.10; 15" x 16", \$19.95; 15" x 20", \$20.70.

Manufacturer: Steelcraft Mfg. Co., 9017 Blue Ash Rd., Rossmyrne, Ohio.

**JOIST SPLICER** makes big ones out of little ones

Specifying overlong joists to get a lapped joint over the center beam often means a 14' timber instead of a 12'. A clever sheet metal splicer now permits joists to be butted together without sacrificing lateral stability. "U-shaped," the splicer is nailed into the ends of the joists and into the main beam, if wooden. It keeps joists in alignment, and 14" heating ducts fit perfectly between them.



Splicers come packed 24 per carton, at a dealer's cost of \$6.07 per carton. Further discounts are available in heavy-quantity buying.

Manufacturer: Gee Co., 2600 W. 79th St., Chicago 29, Ill.

*continued on p. 176*



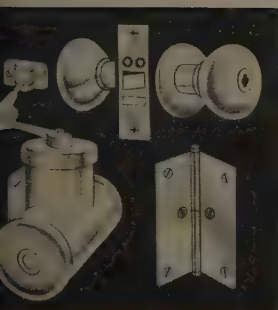
# Boost Sales of Homes with REYNOLDS ALUMINUM



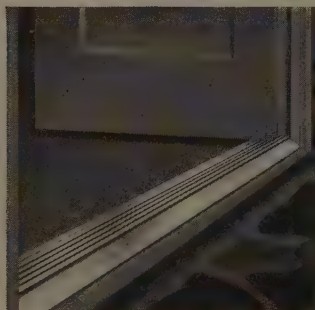
**A**luminum combination storm-screen doors—along with aluminum storm windows and screens—make an immediate and powerful sales impression. The homebuyer knows they mean freedom from maintenance year after year...rustproof and rotproof. He knows they are easy to change from screen to glass...lighter weight to handle, no swelling or warping. And they make a house look so modern, so *finished*.

In a mounting number of residential building uses, aluminum creates this impression of modernity. Where design is important—as for hardware, doors, louvers, siding, thresholds—modern designers favor the white metal that gleams softly and never tarnishes. But in these as in the most utilitarian applications—vents, ductwork—the homebuyer gets the same advantages of long, trouble-free service at lowest cost.

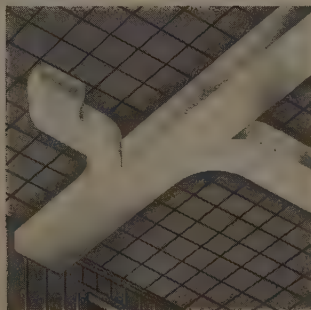
For standard building products designed in Reynolds Aluminum, call your regular supply source. For other product requirements, call the nearest Reynolds Office listed under "Aluminum" in classified telephone directories. Or write to **Reynolds Metals Company**, General Sales Office, Louisville 1, Kentucky.



Aluminum hardware attracts by its soft lustrous lustre—non-tarnishing. Wide range finishes to fit any decorative plan.



Aluminum thresholds are neat, clean, long-lasting. Easy to install, economical. For all types of doorway requirements.



Aluminum ductwork is a natural insulator, minimizing heat loss. Rustproof. Lighter weight makes it easier to handle.



Aluminum siding means permanent beauty. Won't rot, warp, shrink, swell or crack. Fire-resistant. Easy to apply.

For quick reference see Catalog  $\frac{5a}{Re}$  in Sweet's Architectural File.

# ALUMINUM

SEE "MISTER PEEPERS,"  
starring Wally Cox, Sundays,  
NBC-TV Network.



AIR CONDITIONING IS

# more economical WITH A BINKS residence cooling tower

## IT CUTS COOLING WATER BILLS 95%

Today...a cooling tower is a must in every air conditioning installation involving water cooled condensing units. Homes are no exception. In many communities the use of water for this purpose is restricted. In others high water rates result in excessive operating costs. A Binks Residence Cooling Tower makes it possible to cool and recirculate the condensing water...at a tremendous saving.

## HERE'S WHY builders prefer Binks Residential Towers:

- 1 Quiet operation!** Noiseless, squirrel-cage type blower supplies ample air movement at operating speeds far below the noisy propeller-type fans used in conventional cooling towers. All metal-to-metal connections are rubber cushioned. Interior surfaces are protected and soundproofed with heavy undercoating.
- 2 Compact!** Fits into small space...in basement, garage, breezeway, out-doors.
- 3 Easy to install!** Comes fully assembled ready for immediate water, electric and duct connections.
- 4 Low maintenance!** All metal surfaces are heavily galvanized and given several coats of good paint. Construction is rigid. Nozzles are clog-proof. No moist air reaches the air propulsion mechanism.
- 5 Efficient!** Binks' 25 years experience in the development and manufacture of successful commercial towers assures correct design and high efficiency for this residence tower.
- 6 Attractively priced!** These towers are mass produced for economy. There is a liberal profit for builders.

Call your nearby Binks representative who knows cooling towers from A to Z.  
See your classified phone directory...or write direct for full information.

**SEND TODAY** for free booklet 47-D which illustrates and describes Binks Residence Cooling Towers in refrigeration capacities of 2 and 3 tons.

**Binks**  
COOLING TOWERS  
FOR HOMES AND INDUSTRY

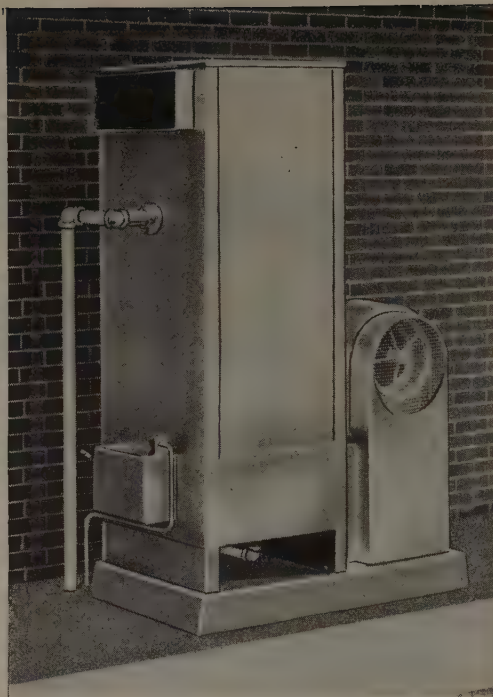


## MAIL COUPON NOW!

**Binks Manufacturing Company**  
3128-32 Carroll Avenue, Chicago 12, Ill.

Gentlemen: Please rush FREE Cooling Tower Bulletin 47-D and other facts including prices.

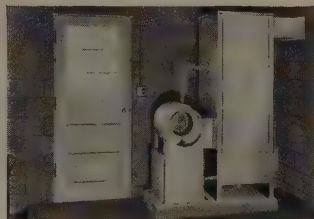
NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



They're built to stand exposure when placed outside the house.



Because of their noiseless operation, Binks cooling towers can be placed in utility or recreation rooms.



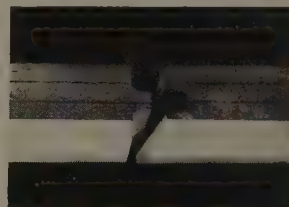
Available space in garage, carport or breezeway can be used.

## NEW PRODUCTS *continued*



## FOUR-PURPOSE fiberboard decking for low pitched roofs

Insulating fiberboard is making a strong pitch for the sheathing of low-pitched roofs with new multipurpose boards. Armstrong's new *Temlok* provides decking, insulation, vapor barrier and interior ceiling finish in one product that is especially appropriate for the popular open-beam ceiling.



The boards are a combination of multiple layers of exterior sheathing over an underside of insulation board, with asphalt laminate between each course acting as a vapor barrier. The interior finish consists of two coats of ivory paint.

The 2' x 8' decking is installed first at the roof's outer edge, tongue side upward. The nonstaining calking compound is applied as a bead within the groove of the following board, before it is put into place. The modified T&G joint is thus made vaporproof.

Insulation values are high (U factor for the 1½" board is .18; 2", .15; 3", .10), and the board acts as an acoustical material in deadening sound and absorbing vibration. On flat or moderately pitched roofs, *Temlok* would be covered with built-up roofing, while pitched roofs would require shingle, slate or ceramic tile.

Spacing of rafters is determined by the thickness of the decking. With 24" o.c. rafters, 1½" *Temlok* is used, while 32" and 48" require 2" and 3", respectively. To protect the interior finish during application, wax paper is recommended over the rafters. This also serves as a protection for the ceiling when rafters are painted or stained.

Cost: 2" thickness (most popular), \$30 per M. sq. ft.

Manufacturer: Armstrong Cork Co., Lumber Dealer Products Dept., Lancaster Pa.

*continued on p. 18*



How much does it cost  
to operate  
Air Conditioning?"



**Let MARLEY**  
**answer this one**

A Marley water cooling tower is the best answer you can have for that all-important question—"How much does it cost to operate air conditioning?"—for it enables you to tell your prospects these field-proved facts:

- ... A Marley cooling tower will save more than 95% of the water required by air conditioning.
- ... Power costs are far lower for water cooled systems than for any other type.
- ... A Marley cooling tower keeps indirect cooling equipment costs—maintenance, repairs, service calls—at an absolute minimum.

You'll want to point out, too, that the air conditioning unit delivers full cooling capacity, even on hottest days, with a Marley cooling tower. These time-tested towers handle the cooling job so effectively that other components in the air conditioning system can operate without the strain that leads to breakdowns.

This is how Marley cooling towers are helping builders everywhere merchandise their air conditioned homes. Get all the facts today from your local Marley representative.



**the Marley Company**

Kansas City, Missouri

**MAGNETIC**  
**Leco LATCH**

506-10

**FOR WOOD OR  
METAL CABINETS**



only

**49¢**  
list!

Now... America's largest-selling magnetic latch at this amazingly low price! Positive, lifetime power... modern, trouble-free design... priced to produce steady, high-volume sales, satisfied customers. On every count, Leco-Latch is *right* for you, whether you're selling or building! It's the catch that never misses.

**CONTRACTORS**—Write today for descriptive literature and the name of your nearest distributor.

**DEALERS**—Ask your distributor about the sensational Leco-Latch INTRODUCTORY PACK with FREE counter merchandising display.

**DISTRIBUTORS**—Write for Leco-Latch sample, literature and discount information.

HARDWARE DIVISION  
**LABORATORY EQUIPMENT CORPORATION**  
101 HILLTOP ROAD, ST. JOSEPH, MICHIGAN

**REVOLUTIONARY**  
**Leco-Lon**  
**LATCH**

506-4



**OF SUPER-TOUGH NYLON**

The newest and greatest development in low-cost cupboard and cabinet latches! Leco-Lon is formed of rugged Nylon, is virtually indestructible. In laboratory tests, latch has been open and shut well over 100,000 times without wear or adjustment. Leco-Lon Latches can be dyed permanently to any desired color in a few minutes.

only  
**12¢**  
list!

**COLORFUL**  
**display carton**

Compelling red-and-white Leco-Lon self-merchandising carton. Shows latches in assortment of color possibilities. A stimulating point-of-sale promotion.



**Write for  
FREE  
LECO-LON  
sample and  
LITERATURE!**

HARDWARE DIVISION  
**LABORATORY EQUIPMENT CORPORATION**  
101 HILLTOP ROAD, ST. JOSEPH, MICHIGAN  
Canadian Licensees: K.N. Crowder and Company, Ltd., 104 Jarvis St., Toronto, Ont.

*how to build  
"LONG TERM  
VALUE" into  
any home!*



**WOODLIFE**  
CONTAINING  
PENTA chlorophenol  
The Original  
WATER REPELLENT  
PRESERVATIVE

**The Unseen Value You Can Sell  
... and Sell!**

When you use Woodlife treated wood that goes in the homes you design you're gaining these important advantages...

**A Powerful Sales Feature**... Because Woodlife so effectively guards against warping, swelling, shrinking caused by water absorption—and gives immunity to termites and decay.

**A Higher Value**... For the same reasons, lending institutions invariably give higher appraisals to Woodlife-treated homes—to an extent far greater than the small cost of the treatment itself.

**Value That Lasts!**... Woodlife enables you to present the charm and utility of wood in all its aspects with the knowledge that you're building for LONG-LASTING SATISFACTION!

SEND TODAY for the informative folder, "WOOD PRESERVATION WITH WOODLIFE" which gives test data along with suggested specifications. Ask your retail lumber dealer, jobber, or write:

**Protection Products**  
**MANUFACTURING COMPANY**  
Since 1921  
Dept. H Kalamazoo, Michigan

## NEW PRODUCTS *continued*



**RESIN-FACED PLYWOOD SIDING** comes in widths up to 24", ready for finish painting

Another product of the always busy research of the plywood industry is this new wide siding, which permits a scale not possible with narrower materials. Cut to 8' lengths, Plyaloy siding is exterior fir plywood with a fused resin-fiber surface which provides a uniform "tooth" for a durable paint bond that is claimed to resist checking and raising. Each package contains material for 100 sq. ft., including allowance for lap and trim, wedges for solid backing and notched furring strips. Cost per square: \$26 to \$29, in 12", 16" or 24" widths, 5/16" thick; \$30 to \$33 in 3/8" thickness.

Installation should be fast, for each piece of 16" siding covers 10 sq. ft. of house, and



Furring strips are grooved for ventilation

only 1 1/2" to 2" need be lapped. Each 100 sq. ft. package carries a separate application sheet with both printed and pictorial instructions for corners, shadow lines, sloping roof lines, etc.

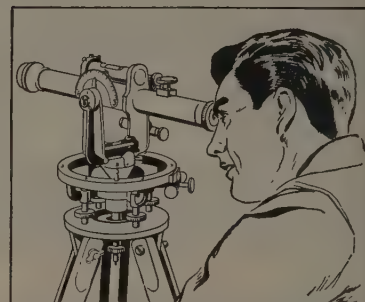
Though Plyaloy is not intended to be used without paint, the resin finish is weather-resistant enough to withstand any normal period of exposure due to construction delays. Edges of the siding are not protected by the resin and must be sealed against moisture penetration prior to application. For soffits, or board and battens, or gable ends, the same resin-faced plywood is available in all standard panel sizes. Vertical joints are not butted tight, may be calked with mastic.

Manufacturer: St. Paul & Tacoma Lumber Co., Tacoma 2, Wash.

*continued on p. 184*

Precision-built for the man behind the gun

## Light construction levels ...by White



**NEVER BEFORE**  
...such accuracy  
and dependability  
at so low a cost

DEVELOPED originally for agricultural use, these levels have been recently improved and are now in big demand for a wide variety of light construction operations.

Small, compact and sturdy, these White levels are exceptionally simple in design and construction. And it's this rugged simplicity that makes them extra reliable and trouble-free.

**Model 8020** features 10-power telescope, 2 1/2" long graduated spirit level and 4 1/2" diameter circle graduated in degrees and numbered in quadrants (0-90-0), with an index pointer.  
Price: \$38.00\* complete

**Model 8022 convertible** — allows you to level and plumb from same setup. Features 10-power telescope, 2 1/2" graduated spirit level, 2 1/4" graduated vertical arc and a 4 1/2" diameter horizontal circle. Price: \$74.00\* complete

For complete details, write for DAVID WHITE Bulletin 1053 and name of nearest dealer, 314 W. Court St., Milwaukee 12, Wis.



We offer expert  
REPAIR SERVICE  
on all makes,  
all types of  
instruments

\*Prices subject to change without notice.



## Mosaic Clay Tile helps sell Broadmoor homes...highlights quality construction!

In Little Rock, Ark., the 700-house Broadmoor Development is well under way. Developers Mr. & Mrs. Elbert L. Fausett are building quality homes of quality materials, average price \$17,500.00. Tile kitchens and bathrooms are what home buyers want and the Mosaic Clay Tile in Broadmoor homes helps the Fausetts sell these homes on sight!

Here's what Broadmoor owners have to say:



Mrs. John Tiftickjian, 11 Broadmoor Drive, says, "My tile floors are so comfortable to walk and stand on and everyone admires their gay tile pattern. I'm happy that my tile bathroom and kitchen are so easy to keep bright and clean."



"The Mosaic Tile walls and work deck in my kitchen are both colorful and practical," says Mrs. Wm. D. Tompkins, 3 Belmont Drive. "I wouldn't want anything but tile around my built-in range. And my tile bathroom takes no time at all to clean."



Fausett & Company, Developers  
and Builders  
W. F. Clements Tile Co., Tile  
Contractors

Build with Mosaic Clay Tile. It helps sell your houses faster, gives your buyers what they want. See Mosaic Tile at your Tile Contractor's Showroom or at the Mosaic Showroom near you. For helpful Mosaic Tile literature, write The Mosaic Tile Company, Dept. 29-23, Zanesville, Ohio.



### THE MOSAIC TILE COMPANY

**MOSAIC**

1954 Our Sixtieth Year

Member—Tile Council of America and The Producers' Council, Inc.  
Offices, Showrooms and Warehouses from Coast to Coast  
Over 4000 Tile Contractors to serve you.

#### Offices:

Atlanta • Baltimore • Boston • Buffalo  
Chicago • Dallas • Denver • Detroit  
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Minneapolis • New Orleans • New York  
Philadelphia • Pittsburgh • Portland  
Rosemead, Cal. • Salt Lake City  
San Francisco • Seattle • St. Louis  
Tampa • Washington, D. C. • Zanesville.



*Years ahead!*

Compact "package" lets you equip your homes with tomorrow's comfort today



# Mueller Climatrol

NEW COMPANION UNITS

MAKE THE ADDED SALES APPEAL OF BOTH HEATING AND COOLING PRACTICAL

Once again, Mueller Climatrol has responded to your needs. The new companion units for winter heating and summer cooling permit you to select the *right size* in both the heating and cooling units, irrespective of climates.

The heating unit shown at left above is available in four sizes — 80,000, 100,000, 120,000 and 150,000 Btu input. The type 906 cooling unit, at right above, is available in 2-hp and 3-hp sizes. Each size of the heating unit may be interchanged with either of the cooling models — thus giving you real flexibility.

You can offer prospects the last word in comfort—with new Mueller Climatrol engineering — new efficiency . . . new, attractive styling . . . new, handsome Mountain Spring Green finish.

You can talk cleaner living . . . better health . . . more convenience . . . less depreciation . . . greater comfort. Send coupon for further information.

And . . . you reduce construction costs these 6 ways:

1. You can install more fixed windows.
2. You can erect solid walls where you desire.
3. You can eliminate screens.
4. You can eliminate an attic fan; thus lower your roof pitch.
5. You can eliminate a screened porch.
6. You can lay out more economical floor plans.

MUELLER CLIMATROL, INC.

2020 U. W. Oklahoma Ave., Milwaukee 15, Wisconsin

Send me further information on the new Mueller Climatrol companion unit.

Name.....

Address.....

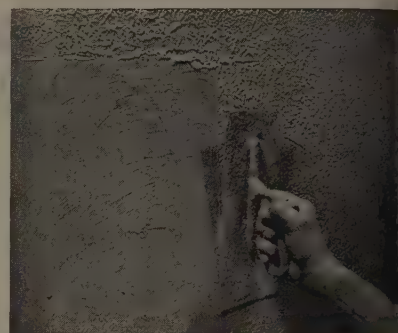
City..... Zone..... State.....

8-77

97th Anniversary

Mueller Climatrol

## NEW PRODUCTS *continued*



**LATEX ADDITIVE** adds texture to any latex-based paint, hides surface imperfections

Texture in a finished surface is one of the best ways of hiding or minimizing tiny imperfections in new or old walls, and Glidden's new *Spred Texture* permits the use of a variety of interesting painted surfaces.

A 100% latex-type paste, the product may be mixed with any latex-base paint at a ratio of two paste to one paint. The resultant compound is then brushed or rolled on the surface, and one coat coverage is claimed. Primarily intended for dry-wall construction, it



Tackiness of latex permits texturing

paint is also recommended for concrete, masonry block or wallpapered surfaces. Textured surfaces can be achieved by the use of sponges, whisk brooms, plasterers' trowels, or other surfacing equipment.

Drying time is short (20 to 30 minutes) and *Spred Texture* is self-sealing, so that surfaces of varying porosity can be sealed uniformly. The latex remains in suspension and does not require constant agitation. It has the same no-odor characteristics as other latex paints. Coverage is estimated at approximately 200 sq. ft. per gal., about half that of paint alone. Retail cost: single gallon, \$3.50; five-gallon containers, \$3.25 per gal.

Manufacturer: The Glidden Co., Berea and Madison Rd., Cleveland 2, Ohio.

**RANGE HOOD** incorporates light and ventilation, tilts for easy cleaning

Just 4½" of above-range space are required to house the new *Pryne* fan, light and hood.

*continued on p.*



*Add buy-appeal to your homes*



*Add eye-appeal to your interiors*



One big selling point in this nationally publicized "model" home is the feeling of spaciousness, of bountiful living space, obtained in a house of only average floor space.

Yet, if privacy is desired, this wide-open arrangement changes shape in seconds! Entirely separate, individual rooms are created by means of FOLDOOR, the *quality* fabric-covered folding door.

Home buyers appreciate this wonderful flexibility. And they are delighted as well by FOLDOOR's exclusive new vinyl fabrics that look and feel like expensive draperies—but are washable, durable, and fire-resistant. The soft, harmonizing colors blend with modern interiors, and the famous FOLDOOR cornice adds a "decorator touch" to each installation.

Increasing numbers of builders are keenly aware that by planning with FOLDOOR: they save money on wall and partition costs; they eliminate painting, trimming and hardware; they can design new homes with less total floor space . . . and still get as much usable space as a larger home!

Next time you build, include FOLDOOR in your plans. No other folding door offers as much to you and to the home buyer!



HOLCOMB & HOKE MANUFACTURING COMPANY, INC.  
1545 Van Buren Street • Indianapolis 7, Indiana  
In Canada: FOLDOOR of Canada, Montreal 26



®



**NEW**

**Harborite**  
PLASTIC-FACED  
SUPER-HARBORD PLYWOOD  
GROOVED PANELS

for waterproof siding  
and interior paneling

**...32 square feet at-a-time!**



Grooving gives textured interest to exteriors. Paint lasts and lasts



Natural earthy panel color blends with modern decorative trends



Big panels handle easily, go up fast, save application time

Home builders were hoping for this when they said, "More home for the money in '54." Harborite—famous boat-builders' SUPER-Harbord with tough plastic faces—is now available in big 4' x 8' grooved panels.

Wherever used—painted siding or warm natural finish paneling—it adds textured beauty, strength and value to a home. Economy? . . . builders report big panels save up to 40% in application time. Cost? . . . less than B-and-better red cedar siding. Quality? . . . boat builders use this same material for sea-going hulls.

#### ALL-WEATHER DURABILITY

Harborite weathers like glass. Medium density plastic faces are permanently fused to solid wood SUPER-Harbord. Panels are 100% waterproof—can't come apart. Regular DFPA tests prove Harborite resists boiling, baking, freezing. Harbor's exclusive rehumidifying process gives panels dimensional stability, minimizes warping.

#### MEETS FHA SPECS

5/16" Harborite grooved panels over lumber sheathing meet FHA specifications. For added economy eliminate sheathing by applying 7/16" panels, with building paper, directly on studs.

#### SUPERIOR PAINT SURFACE

Harborite's medium density plastic faces provide near-perfect paint-holding surface. This is the material that does away with checking, blistering.

#### \*SPECIAL PATTERNS

Harborite panels may be grooved in 4", 8", 12" or random widths. Extra length and special size panels are also available. Outline your problems, then get in touch with:

### HARBOR PLYWOOD CORPORATION ABERDEEN, WASHINGTON

Warehouses and sales offices in Aberdeen, Atlanta, Tampa, Chicago, Cincinnati, Indianapolis, Jacksonville, Oakland, San Francisco and Los Angeles.



Tilt-out makes cleaning easy

combination, which permits the use of an extra wall cabinet above the unit. The hood extends 20" over the range, insuring the efficient exhaust of cooking heat and odors, and be vented through wall or roof.

Merchandising the unit should be easy, loosening two thumb screws tilts the hood down for easy cleaning, a demonstration easily made in the model house. If necessary the whole unit lifts out, though fan and lights remain in the cabinet. Retail price: \$88.

Manufacturer: Pryne & Co., 140 N. Tower Road, Pomona, Calif.



Alternating flanges hold frame to sink rim and underside of cabinet top.



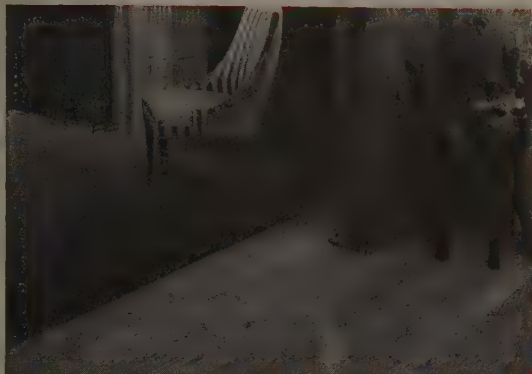
SINK FRAME installed in 15 minutes without bolts or clamps

A sink frame is a pretty small item in a house, but an hour's labor means a cost of \$2 to \$3. This *Twist-On* sink frame requires only a pair of pliers and 15 minutes work by one man to secure it firmly to the countertop, whereas bolting and clamping may take

*continued on p. 1*



# \$ales \$uccess \$tory! Here's Why Leading Builders Use LOCKWOOD *Tempered* OAK FLOORING



Across the country come the happy reports . . . homes with beautiful, friendly and inviting Lockwood Oak Flooring are readily finding new owners, even while "For Sale" signs still hang on many otherwise comparable houses! The reason is simply this: there's no flooring like oak, and no other oak equals Lockwood in both beauty and economy! We invite you to visit any Lockwood installation in your community. See with your own eyes . . . get the facts . . . and then our point is proved!

Whether your flooring installations are in luxury class homes or in houses being built on modest budgets . . . whether they are contemporary or traditional in architectural styling . . . there's a Lockwood Oak Flooring in the grade you want at the price you want to pay! You have your choice of either red or white oak, and in either selection prospective home buyers readily appreciate the fact that Lockwood Oak Floors make interior decoration a pleasure, because they harmonize with all furnishings and materials.



You'll love this fact about Lockwood Oak Flooring: you can save up to 35% in laying and finishing costs, thanks to our Nail-Groove feature and Precision-Milling. Too, Lockwood's Kiln-Drying and Tempering make it a trouble-free oak flooring. You can lay it and forget it. You'll never hear a complaint because of floor cracks or warping in a home with Lockwood Oak Flooring. Our Oak Flooring *is that good*. We've produced quality oak flooring since 1926 and we stand behind what we make and what we say

## CLOUD OAK FLOORING CO.

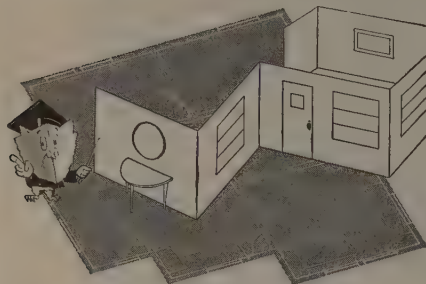
S P R I N G F I E L D , M I S S O U R I

QUALITY OAK FLOORING SINCE 1926

## DRY WALL IMPROVEMENT

# Builders are getting Better **INSIDE** and **OUTSIDE** Corners

with  
**BEADEx** ✕\*

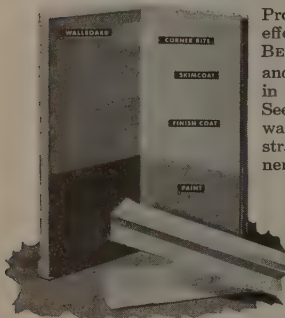


- Walls Built Faster
- Straight—True—Uniform Corners
- Corners **GUARANTEED** Against Cracks

Builders of better homes are quickly learning the tape-plus-metal advantages of BEADEx for both inside and outside drywall corners. This advanced material—tape, pressure bonded to metal—forms rigid, true angles. It is cemented to corners with regular joint cement, creating floating angles never affected by warpage in green framing lumber.

### USE THIS GUARANTEE TO HELP SELL YOUR HOUSES

**BEADEx Sales Inc. gives you a written guarantee that corners reinforced with BEADEx will remain crack-free for the life of the walls.**



Prove this better-wall effectiveness by using BEADEx for inside and outside corners in your next house. See how quickly the walls are finished with straight, uniform corners.

\*Reg. U. S. Pat. Off.  
U. S. Pat. 2,593,859  
U. S. Pat. 2,649,890  
Canada Pat. 487,518

**BEADEx FULFILLS  
F. H. A. MINIMUM  
PROPERTY  
REQUIREMENT**

Send coupon below for full facts. Ask for name of BEADEx distributor nearest you. In ordering specify for inside or outside corners.

### BUILD BETTER WALLS WITH BEADEx

see our catalog in  
**TIGHT  
CONSTRUCTION  
TIME**  
or write for copy

BEADEx Sales, Inc.,  
4615 8th Ave. N.W., Seattle, Wash.  
(BEADEx of Canada [Ltd.]  
Box 317, Kingston, Ontario)

I want your file material on the manufacture and application of BEADEx.

Name.....  
Address.....  
City.....Zone.....State.....

MHE-54

## NEW PRODUCTS *continued*

as much as an hour apiece for two workmen.

The polished extruded aluminum frame has twin sets of tapered tongues that splay over the sink flange with a twist of the pliers. The sink is placed in the cabinet top; then a reverse twist of the opposite flanges locks it into the cabinet. Representative retail prices: 18" x 24", \$6.05; 21" x 30", \$6.50; 21" x 60" (largest), \$9.50.

Manufacturer: Macklanburg-Duncan Co., Box 1197, Oklahoma City, Okla.

### ALUMINUM AWNING WINDOWS abolish on-the-job glazing, have disappearing hardware

Forty years of window experience lie behind the new Gate City aluminum awning window, which is sold with screen and glazing installed at the factory, and which is available in mul-



tiples up to five high. For a modular 4' grid opening, a three-light window would retail at \$70, with other prices and sizes corresponding.

Putty failures are eliminated through the use of extruded aluminum glazing strips, which not only bar the wrinkling tendency of lighter strips, but also add to sash rigidity. All operating hardware is recessed into the sash to keep the trim lines. Weatherstripping at jambs, sills and meeting rails is tube-type vinyl, and there is no metal-to-metal contact.

Manufacturer: Gate City Sash & Door Co., 15 S. W. Third Ave., Ft. Lauderdale, Fla.

### SEPARATE OVENS and cooking tops fit standard base cabinets, come in five colors

Latest adaptation of the popular separate units for oven and range are the Murray cooking units which are sized to fit any standard 24" base cabinet (cooking top also comes in 30" size). In the case of the oven, it saves the expense of recessing into the wall.

Cooking tops and oven fronts are offered in gray, blue, yellow, green or stainless steel, in addition to white. Controls for the cooking top can be positioned on the wall or adjoining counter top for convenience or safety. Retail prices: 24" counter top, \$149.95; cabinet oven, \$199.95.

Manufacturer: Murray Corp. of America, Home Appliance Div., Scranton, Pa.

*continued on p. 200*



# Balance!

### CENTER MOUNTING

Is an exclusive feature of Kennatrack sliding door hardware. Combined with even distribution of door weight over 8 nylon wheels, center mounting assures effortless operation and minimizes likelihood of warpage.



# Kennatrack

SLIDING DOOR  
HARDWARE



Secret of quick, trouble-free sliding door installations is selecting the right type of hardware. SEND FOR FREE COPY of the KENNA TRACK "Buyer's Guide." A book that takes the guesswork out of sliding door installations! Kennatrack Corporation, Elkhart, Indiana.





Poured concrete base-ments are economical with reuse of "Symons" forms.

**HARDWARE for foundation forms cuts working time and materials**

Houses, like well-dressed women, start with good foundations. And economical foundations start with formwork that assembles and disassembles rapidly and easily, and which can be used over and over. The *Simplex Forms* system consists of interlocking hardware of case-hardened steel, which mounts directly to 2' x 8', or 4' x 8' forms. Inner and outer forms, set up simultaneously, are drawn close by the locking connections. Bars, levers and screws are guaranteed to resist even high-pressure concrete, and disengage easily when the foundation has set.

*Simplex* claims that the average house foundation can be set up by three men in one eight-hour work day, including footings. There is no loose hardware, everything being mounted to the forms. No walers are needed, as the steel bands serve as walers.

Hardware for 8'-high forms runs \$20 per sq. ft., or \$3,000 for the house with a perimeter of 150' (not including forms themselves).

A second system of form framing, *Symons Wall Panel Forms*, requires no 2' x 4' backing to the 5/8" plywood facing, for all necessary structural strength is furnished by the modified "U" channel steel members. Frames are all 2' wide, in 4', 6' and 8' heights, and weigh 5 lbs. per sq. ft.

Plywood is attached to the framing with split rivets, which can be withdrawn with a claw hammer whenever the panel needs replacing. Filler strips up to 12" wide may be made right on the job using *Symons* angle irons and plywood attached with split rivets. A complete system of bolts, waler ties, round snap ties, and wedges complete the system. Cost: \$1.75 to \$1.80 per sq. ft. for all necessary hardware, or the system can be rented for temporary use at 25¢ per sq. ft. per month, with a one-month minimum.

**Manufacturers:** Simplex Forms System, Inc., 514 N. Second St., Loves Park, Ill.

**Symons Clamp & Mfg. Co.,** 4249 Diversey Ave., Chicago 39, Ill.

*Technical Publications p. 202*



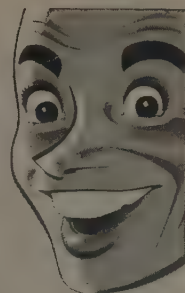
Tie rods snap off in foundation



Tight joint between forms is made when "Simplex" steel connections are drawn tight.



...and  
for your  
cabinet  
doors—



**NEW  
CABINET  
HARDWARE**  
by **CORBIN®**

It's the "luxury line at moderate cost"! New Cabinet Hardware by Corbin has a solid "feel" and rich appearance that adds the final touch of quality to your cabinet doors. Available in Solid Brass or Pressure-Cast metal in rust-proof, non-tarnish polished chrome or brass finishes.

Order from your Corbin dealer!

- Smart styling
- Competitive prices
- Handsome finishes



**P.&F. CORBIN  
Division**  
The American Hardware  
Corporation  
New Britain, Connecticut

## Introducing...

the most compact and versatile central summer cooling unit now on the market!



simple and easy to install as...



Basic unit for addition to any forced-air warm air furnace, (only 43" high)

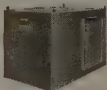


Basic unit with blower package added—converts any warm-air gravity furnace into a forced-air winter-heating and summer-cooling system. (only 60" high)



Add space cap to basic unit with blower and you have a compact summer cooling unit for commercial use in offices, stores, restaurants, etc. (only 72" high)

New Williamson 2 and 3-ton water-cooled space refrigeration systems need only 2.7 sq. ft. base area, fit into smallest home. Unique design makes handling and installation easy. Basic unit provides complete summer cooling with forced air warm air furnace. Add blower unit for use with gravity type, and space cap for large space cooling. Thermostat control. Just set thermostat. Air-cooled models also available.



Williamson horizontal space cooler requires no floor space. Install in office or crawl space. 24" high, 22" wide, 35" deep.

**THE WILLIAMSON HEATER COMPANY**

Manufacturers of the industry's most complete line of warm air furnaces, pipe, fittings and ducts for home and commercial use.

THE WILLIAMSON HEATER COMPANY  
3527 MADISON RD., CINCINNATI 9, OHIO

Please send me complete information on:

☐ Basic units ☐ with blower ☐ with space cap ☐ Horizontal cooling unit ☐ W.A. furnaces. ☐ Prefab. Duct & fittings

Name \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## TECHNICAL PUBLICATIONS *cont'd.*

**HEATING.** Automatic Anthracite Equipment for the Home. Anthracite Information Bureau, Dept. HH, 380 Madison Ave., New York 17, N.Y. 40 pp. 5" x 8"

An industry badly bruised by the growth of gas and oil heating fights back with modern automatic coal-burning equipment, some of which not only feeds automatically, but even deposits ashes in a sealed can outside the house without a single human helping hand.

**PANELING.** How to Use Novoply. US Plywood Corp., Dept. HH, 55 W. 44th St., New York 36, N.Y. 20 pp. 8 1/2" x 11"

Complete information on this jack-of-all-woods wrapped up in a catalogue that includes such diverse data as uses, fastening devices, physical characteristics, tools and machining. Joint and edge treatments are shown and detailed, and various finishing methods explained.

**WIRING.** Wadsworth Circuit Breakers. Wadsworth Electric Mfg. Co., Inc., Dept. HH, Covington, Ky. 4 pp. 8 1/2" x 11"

**HARDWARE.** New Beauty in Residential Locks. Western Lock Mfg. Co., Dept. HH, 211 N. Madison Ave., Los Angeles 4, Calif. 4 pp. 8 1/2" x 11"

**PANELING.** Ripplewood Wood Wall Paneling. Georgia-Pacific Plywood Co., Dept. HH, 270 Park Ave., New York 17, N.Y. 10 pp. 8 1/2" x 11"

Full-color illustrations of this intaglio-grain plywood in various tint combinations, plus an insert sheet with complete instructions for achieving the tones shown.

**WOODWORK.** Architectural Woodwork, Brochure No. 1. Architectural Woodwork Institute, Dept. HH, 332 S. Michigan Ave., Chicago 4, Ill. 8 pp. 8 1/2" x 11"

First in a series of technical brochures on architectural woodwork, this booklet is a general introduction to the subject, with most of the text given over to the problem of dimensional instability caused by humidity. The second brochure will be released in about two months, and future pieces will deal with specific phases of architectural woodwork, e.g., cabinetwork, paneling, doors, windows, etc. A portfolio accompanies the first brochure which will accommodate future bulletins.

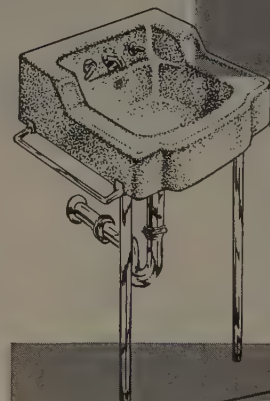
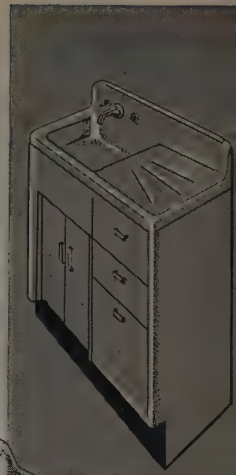
**PLUMBING FIXTURES.** Plus Value for Your Home. American Radiator & Standard Sanitary Corp., Dept. HH, P.O. Box 1226, Pittsburgh 30, Pa. 40 pp. 7" x 8"

Complete catalogue of bathroom and kitchen fixtures, with ideas for room layouts for new or remodeled construction.

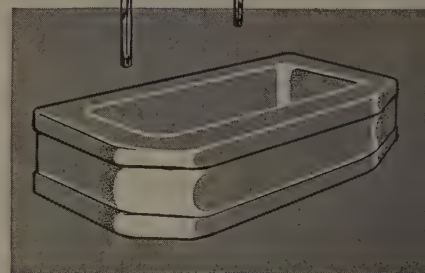
**KITCHEN PLANNING.** Storage Cabinets and Accessories. Home Bureau, General Electric Co., Dept. HH, Louisville 2, Ky. 24 pp. 8" x 10 1/2"

Convenient, efficient kitchens through planning is the theme of this booklet. Dimensions of all units in the GE family are given, as well as ideas for kitchen layouts.

# Here's a Modern Touch



# That Sells



Modern features sell the house. That's why so many home builders are installing Formed Steel Plumbing Ware. It gives them a wide choice of non-fading pastel colors to harmonize with any color scheme. These are fixtures to suit any bathroom, kitchen and laundry requirements—completely modern in the finest sense.

Formed Steel Plumbing Ware is strictly accurate to dimensions. It is lightweight—yet provides extra strength where strength is needed. Besides giving your clients what they want in styling, you save on handling and installation costs.

Armco Enameling Iron, the "World Standard" for finer porcelain enameling, is the most widely used base metal for these modern plumbing fixtures. Write us for the names of manufacturers of sinks, bathtubs, lavatories and accessories.

## ARMCO STEEL CORPORATION



4043 Curtis St., Middletown, O. • Export: The Armco International Corporation



## REMODELING OR BUILDING ?

give  
your bathroom  
a *lift*  
with



## SHOWER ENCLOSURES

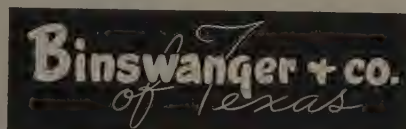


Here's why Gulf Spray's always the wise buy: heavy-quality metals and glass are accurately cut and engineered into shower doors or tub enclosures that offer beauty, fine performance, and long life. Designed to prevent leaking.

- VARIETY OF TYPES  
AND DESIGNS FOR  
EVERY PURPOSE

For further information  
and literature write to

207 NORTH MAIN ST.  
HOUSTON, TEXAS



## BUILD CLOSETS FASTER

and at LESS COST with  
BROWN'S

# SUPERCEDAR

## CEDAR Closet Lining



**ELIMINATES PLASTERING!**

**NEVER REQUIRES PAINTING!**

Installs directly over open studding or over old wood or plaster. It is 90% red heart aromatic cedar, tongue and grooved, end-matched. Factory packaged in 4 and 8 foot bundles. Using Supercedar, your closets look "custom-built" and will appeal to all your prospective home buyers. It's a saleable feature that costs you practically nothing extra!

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Largest Mfrs. of Aromatic Red Cedar in the World  
GREENSBORO, NORTH CAROLINA

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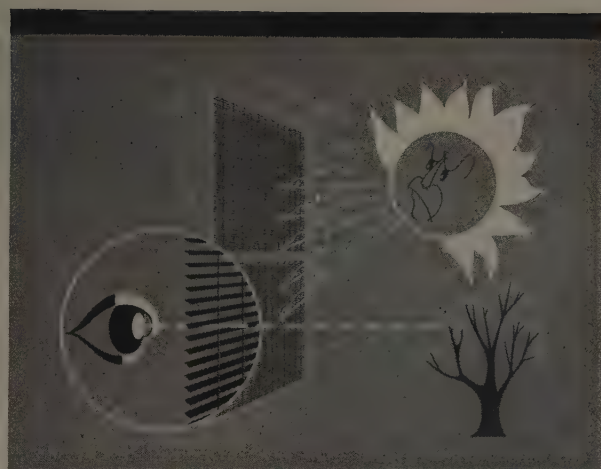
CITY \_\_\_\_\_

STATE \_\_\_\_\_

Write Today for  
Full Details—



Sold through  
Building Supply Dealers  
Everywhere!



## KOOLSHADE SUNSCREEN®... Short-Cut to Summer Comfort

KOOLSHADE SUNSCREEN reduces room temperatures as much as 15 degrees. Its miniature venetian blind construction eliminates glare and fading. Thin, oxidized bronze louvers admit all the air and allow full visibility.

For the complete KOOLSHADE SUNSCREEN story and information about Ingersoll's new heat gain calculator, write to Ingersoll Products Division, Borg-Warner Corp., Dept. H. H., 310 S. Michigan Avenue, Chicago 4, Illinois.

A PRODUCT OF BORG-WARNER



## SYMONS STEEL FRAME FORMS

Symons lightweight steel frame forms with plastic plywood panels are easy to handle, easy to set-up, easy to strip. The width of the



steel frame is only 2½" wide compared to 4¾" for wood frame forms. The forms are so constructed that, when necessary, panels can be easily replaced right on the job.

Send in the plans for your next job. Our Engineering Staff will furnish complete form layouts and job cost sheets on your form work—at no charge to you. This service enables you to get a clear picture of your job (its cost, bill of materials and labor saving methods). Literature on Symons Steel Frame Forms is also available upon request. Symons Clamp & Mfg. Co., 4277 Diversey Avenue, Dept. F-4, Chicago 39, Illinois.

**BACKED BY EXPERIENCE  
IN MANUFACTURING!**

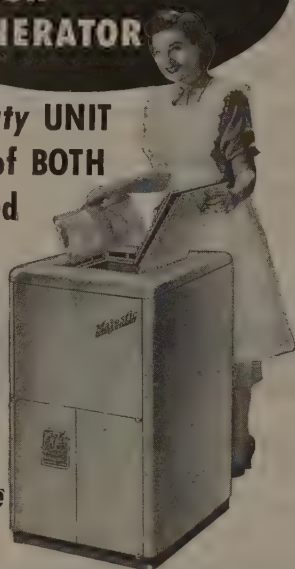
**THE MODERN APPLIANCE  
EVERYBODY WANTS!**

**ADDS SALES VALUE  
TO ANY HOUSE!**

## Majestic INDOOR INCINERATOR

**Double-Duty UNIT  
disposes of BOTH  
TRASH and  
GARBAGE**

**Gas-Fired  
and  
Fuelless  
Models  
for  
Any Home**



Exclusive Majestic Incinerator features mean real added sales value in any home! You can offer *extra convenience* in an easy-to-buy package—the *double-duty* unit that ends all problems of trash burning and garbage disposal. The complete Majestic line includes gas-fired and fuelless models, for kitchen, basement, or utility room installation.

**Model 10-G illustrated:** the automatic gas-fired unit with drying pilot and direct-fire burner. **Dimensions:** 20" wide, 24" deep, 36 1/4" high. **Capacity:** two bushels. **Flue:** requires 7" smoke pipe outlet and may be used with any chimney flue 6" or larger. **Burner:** monoport, 18,000 BTU rating, incinerates. **Pilot:** automatic, 1500 BTU rating, dehydrates. **Finish:** gleaming white enamel over rust-resisting Poly-Kote base.

For Full Details on Majestic's Line

**SEE YOUR MAJESTIC DEALER TODAY**  
**The Majestic Co., Inc.**

413-A Erie Street

Huntington

Indiana

## TECHNICAL PUBLICATIONS *cont'd.*

**LIGHTING.** Better Lighting for Your Farm. Booklet I-673. Sylvania Electric Products, Inc., Advertising Dept. HH, 1100 Main St., Buffalo 7, N.Y. 12 pp. 8 1/2" x 11"

Photographs, drawings and charts designed to help the builder of rural buildings plan his wiring and lighting.



**FLOORING.** Amtico Rubber Flooring and Amtico Vinyl Flooring. American Biltrite Rubber Co., Dept. HH, Trenton 2, N.J. 4 pp. ea. 8 1/2" x 11"

Full-color illustrations of the entire color line of both these popular flooring materials, plus specifications and installation data.

**EQUIPMENT.** A Right Ladder for Every Job. American Ladder Institute, Dept. HH, 666 Lake Shore Dr., Chicago 11, Ill. 12 pp. 5" x 8"

Care, use and maintenance of wooden ladders.

**HEATING.** Kno-draft Ceiling Air Diffusers for Overhead Warm-air Heating. Connor Engineering Corp., Dept. HH, Danbury, Conn. 16 pp. 8 1/2" x 11"

Design and performance data for the Connor line of overhead diffusers, with layout patterns for installation. Selection table for ducts and diffusers are given for heating or cooling.

**INSULATION.** Techniques for Installing Insulation. Infra Insulation, Inc., Dept. HH, 525 Broadway, New York 12, N.Y. 4 pp. 8 1/2" x 12 1/2"

Diagrams and illustrations demonstrate how to install this accordion reflective insulation between beams, on masonry walls, cement floors and shallow spaces, ducts and pipes.

**HARDWARE.** How to Modernize Your Home with Kwikset Locks. Kwikset Sales & Service Co., Dept. HH, Anaheim, Calif. 8 pp. 3 1/2" x 5 1/2"

How to salvage old-fashioned doors in remodeling jobs by adding modern lock sets.

**KITCHENS.** Royal-Wood Natural Birch Kitchens. The Mengel Co., Dept. HH, Louisville, Ky. 12 pp. 8 1/2" x 11"

Complete dimensions, details, accessories and counter-top designs for this line of Mengel cabinets. In color.

**PLASTICS.** Architectural Plastics. Plasti-Products Co., Dept. HH, 1355 River Rd., Eugene, Ore. 4 pp. 8 1/2" x 11"

This firm offers a complete service in supply, design and execution of all the architectural plastics, and the brochure lists the many services it offers.

## HOW TO MAKE a HIT

with Triple-Acting  
**CUPRINOL**



**Doors and Windows** — Doors and windows stabilized with Cuprinol avoid all the trouble usually caused by excessive warping and swelling. You'll save on costly callbacks. And your customers will stay happy!



**Better Looking Plywood** — Your plywood walls and cabinets look best, finish better because they are primed and sealed with Cuprinol. Stops over-prominent grain, grain raising, and checking. Minimizes your sanding time, too!



**THE END — of Rot and Termites** — Home buyers will be mighty happy to hear that your houses are protected from rot and termites by Cuprinol — the quality wood preservative that is 3-6 times stronger than most other brands.

Cuprinol's *triple* action means you make your wood look better, perform better, and last longer *as you prime*. In fact, you can *save*, for Cuprinol spreads faster and farther than paint!

And Cuprinol is *safe*. It won't irritate the skin and can be used even in the hottest weather without protective clothing.

Write today for information on builders' bulk prices. Now available with or without water repellents.

**CUPRINOL**

Division of DuPont Inc.

Simsbury 6, Conn.



***kwikset*** accents the modern trend with the

# *New Aluminum "400" Line*



The KWIKSET "400" line, the world's leading lockset line, is now produced in versatile rust and stain proof aluminum.

It's yours...with famous KWIKSET low-cost, easy installation. It brings delightful new beauty to your best building efforts, puts eye appeal and name familiarity to work when it comes to selling your prospects.

Add to this the sleek styling and time-proven action that distinguish the 20,000,000 locksets placed in guaranteed service since 1946, and you have America's outstanding lockset value.

See the new aluminum "400" line today! It's a major development by one of the world's largest producers of high-quality, low-cost locksets.

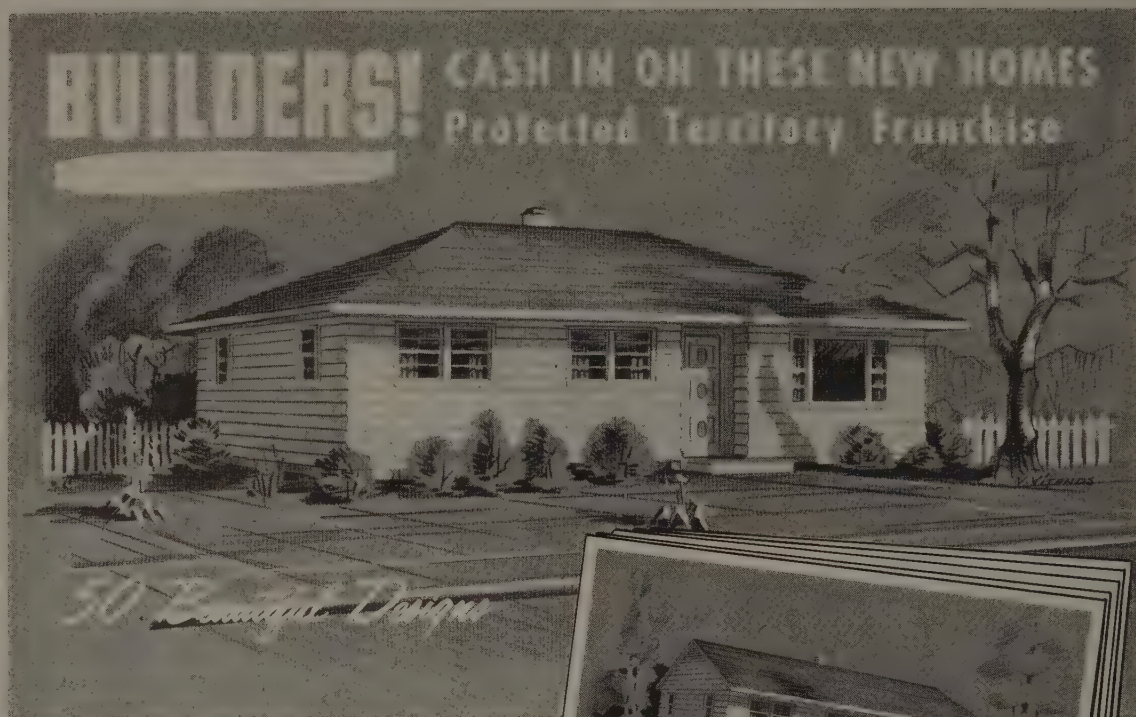
UNCONDITIONALLY GUARANTEED.



*The Quality Lock For Quantity Building*

"400" LINE

KWIKSET SALES AND SERVICE COMPANY, ANAHEIM, CALIFORNIA



## WE ASSIST YOU WITH FINANCING

Easily financed at \$55 to \$75 per month after down payment, Perma-Bilt Homes offer you beauty and quality at prices buyers can pay. The new Ranchette Models shown above are only two of our wide range of sizes in 2 and 3 bedroom plans. Models are designed for slab, crawl space or basement, with attached garage optional when desired.

Perma-Bilt's are shipped as a complete package with factory fitted and assembled wall panels and roof trusses. Windows and doors are installed, glazed and weather-stripped.

Perma-Bilt Homes are built by proven construction methods from quality materials and assure the buyer a sound investment for life. All plans are FHA and VA approved. Completely weather-proofed and insulated, Perma-Bilt Homes are comfortable in any climate.

### WRITE FOR FULL DETAILS

Some protected territories are available to financially responsible builders, investors, or sales agents. Write today for details and start cashing in on this quality line of factory built homes.

## MANUFACTURED HOMES, INC.

222 S. KALAMAZOO AVE., MARSHALL, MICHIGAN

WE INVITE YOU TO VISIT OUR MODERN PLANT AT MARSHALL, MICH.



# an extra that helps close sales



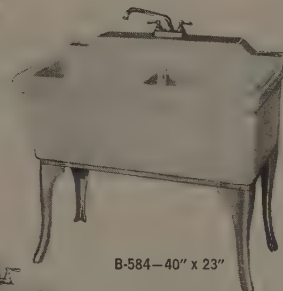
*laundry tray in exclusive  
sparkling, glass-hard,  
Perma-gloss—*

**the LAUNDRAY  
by Richmond**

Vitreous glazed, "New Perma-gloss" whiter-white, two-compartment, flat rim laundry tray, Laundray B-590, 40" x 23". Twin waste with brass plugs. Aluminum finished, steel stand with leveling screws.

Here's a fixture that will complement the appearance of any utility room, kitchen or basement laundry. Its styling and gleaming whiter-white finish match other appliances.

Your choice of three models—the new B-590 shown above, the Deluxe B-584 with raised shelf back, and the single-compartment B-570, with raised shelf back, where space is limited. All in RICHMOND's exclusive vitreous glazed, glass-hard "Perma-gloss" that Mrs. Housewife will be proud to have in her home.



B-584—40" x 23"



B-570—20" x 23"

HH-6

**Richmond radiator co. Box 111, Metuchen, New Jersey**

Please send me more information and literature on the Richmond Laundry line.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

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STATE \_\_\_\_\_

We are ☐ building contractors ☐ plumbing wholesalers ☐ plumbing contractors



# NOW!



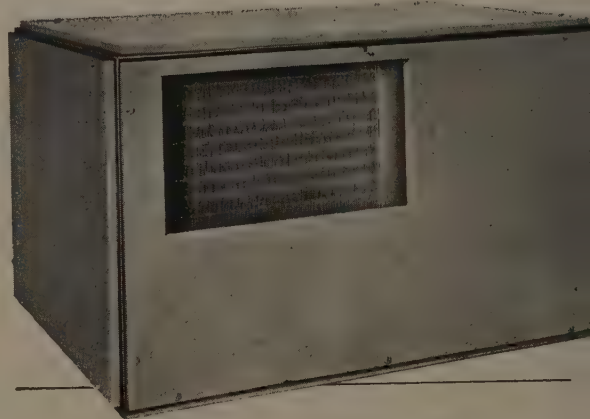
## The Westinghouse "Comfort Cooler"

*gives your homes  
added features!*

Economical to buy and operate, this *new* unit completely air conditions today's modern-type home. Its compactness spells big money and space savings over larger units formerly available for central installations. It cools and dehumidifies during sweltering weather, filters dirt and pollen out of the air, and gives conditioned air circulation day and night. Low power consumption assures low operating costs.

### COMPACT SIZE SAVES SPACE

You'll also find this small, duct-type unit ideally "workable" from a design standpoint. It measures only 30" deep by 37" wide by 23" high, assures space-saving fit in basement, game or utility room. Light weight makes possible a ceiling mounting, and the design will also accommodate floor mounting. Get details on this newest franchised Westinghouse Air Conditioning sales features for *your* homes. Call your nearest Westinghouse Air Conditioning Distributor, or write Westinghouse Electric Corporation, Air Conditioning Division, Hyde Park, Boston 36, Massachusetts.



**WESTINGHOUSE  
AIR CONDITIONING**

**YOU CAN BE SURE...IF IT'S**

# Westinghouse

J-803

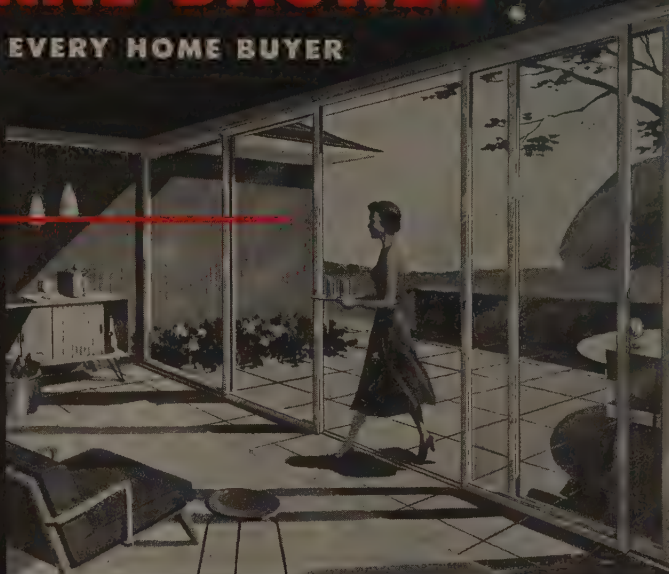


# 2 NEW BUILDING PRODUCTS by **GENERAL BRONZE**!

THAT WILL APPEAL TO EVERY HOME BUYER

## ALWINTITE PICTURE SLIDING DOOR

This fine quality, precision-made, low-cost aluminum door adds beauty and sales appeal to any house. Ideal for openings to terraces, patios or porches. Completely weather-stripped and made from heavy gauge aluminum extrusions. It is available in 2, 3 and 4 units wide (6', 8', 12', or 16') and 6' 10" high. Easy gliding door and screen units move in separate channels. Stainless steel hardware and lock. It's a beauty.



## ALWINTITE AWNING WINDOW

Embodying many of the design and construction features of General Bronze custom-built windows, this new ALWINTITE awning window is priced for use in low-cost homes, yet strong and sturdy enough for use in hospitals and schools. Features new "Balanced Control" with foolproof roto operator at center of sill or with bar control. Completely weather-stripped, stainless steel hardware.



For complete details, prices, delivery dates, etc. on the ALWINTITE picture sliding door and awning window, write to Dept. HPB.



# ALWINTITE

**GENERAL BRONZE CORPORATION**  
ALWINTITE DIVISION • GARDEN CITY, N. Y.

# aluminum WINDOWS

DOUBLE-HUNG • PANORAMA • HORIZONTAL SLIDING • PICTURE SLIDING • AWNING • VIEWALL



*Electronic Moduflow home in Dallas, Texas. Price in Dallas: \$20,000. Builder: John Dapolito. Architect: Thomas Scott Dean, A. I. A. Electronic Moduflow installed by Lyon Engineering Co.*

# Thermostat outside the house gives wonderful Weather Control inside

*Honeywell Electronic Moduflow assures modern winter-time comfort for the Dapolito-built homes in Dallas*

Now you can assure modern *comfort* in your homes . . . *all winter long!* Install Honeywell Electronic Moduflow. It's an exciting sales feature because it's a super-sensitive electronic system that is *completely automatic*.

The key to Electronic Moduflow is the thermostat *outside* the house which automatically controls temperatures *inside* for perfect comfort. Moduflow *differs from ordinary control systems* . . . it's based on the scientific principle that constant temperatures won't give constant comfort. As outside temperatures go down, *inside temperatures must go up*.

John Dapolito, a leading Texas builder whose house you see here, installs Moduflow in all of his houses to

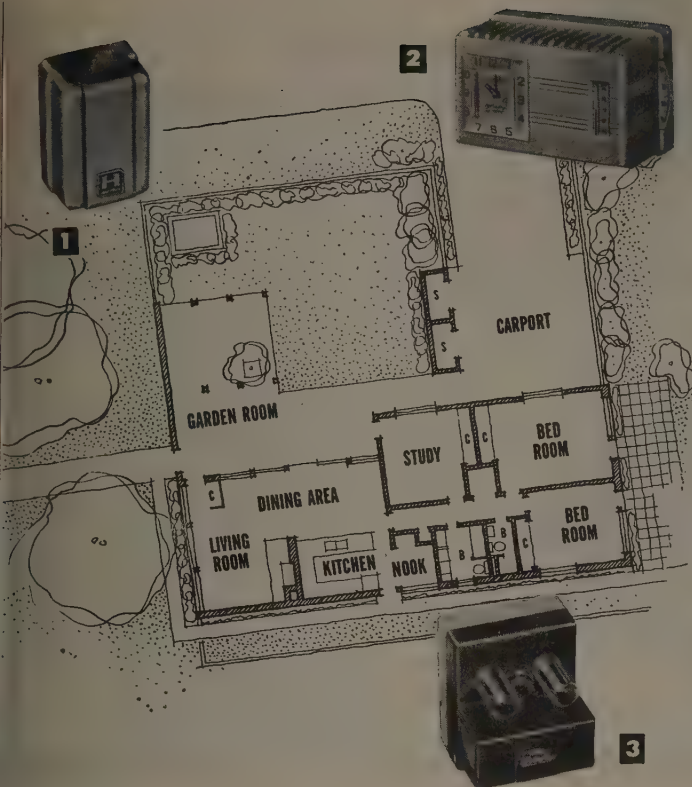
end overheating and underheating and provide wonderful, improved comfort regardless of winter weather changes.

Electronic Moduflow is also available in a year-round model—to control the central cooling plant in summer, too.

Honeywell is using a tremendous national advertising program—13 *spreads* in LIFE magazine—to help create demand for your new homes . . . and to make Electronic Moduflow become a top sales tool for you. Many of your prospects will see these ads and will want to know more about Moduflow and Moduflow-equipped houses.

So add modern Electronic Moduflow to your houses and you'll add an important new sales feature.





### How Electronic Moduflow Works

The Electronic Weathercaster (1), mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat (2) what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in the living room, signals the Relay Amplifier (3) which automatically tells the heating or cooling plant to provide the amount of adjustment required to keep the house at the right temperature—no matter how changeable the weather might be.

### John Dapolito, a leading Texas builder



John Dapolito is head of Town North Builders, Dallas. The firm constructs houses of contemporary style like the one you see here. They are well designed for modern indoor-outdoor living. Nearly all of them feature a patio, and range in price from \$15,000 to \$25,000. Mr. Dapolito recommends Honeywell Electronic Moduflow for every house he builds.

For complete information on Electronic Moduflow, contact your heating contractor, your local Honeywell office, or mail the coupon shown at right below.

# MINNEAPOLIS Honeywell

## Electronic Moduflow

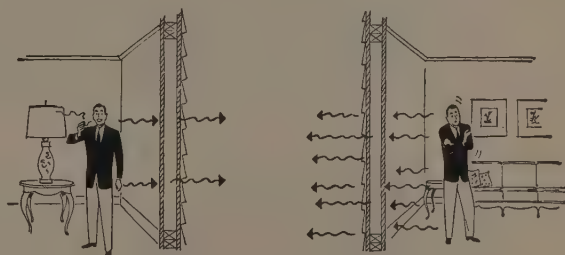
112 OFFICES ACROSS THE NATION



### "Cold wall" problem solved by Moduflow

With a chilly outside temperature, occupants feel comfortable when indoor temperature is 71°. But as the temperature drops, heat loss increases, so *higher* indoor temperature is needed to compensate for colder walls. Moduflow does this automatically by raising control point of indoor thermostat so more heat is supplied.

### Moduflow provides more comfort by varying indoor temperatures



### Why people need varying temperatures

Tests show that if indoor temperature is merely held constant when outdoor temperatures fall, a person inside *feels* uncomfortable. As the walls of the room become colder, they "draw" increasing amounts of heat from the body. This calls for higher indoor temperature.

MINNEAPOLIS-HONEYWELL REGULATOR CO.  
Dept. HH-6-94, Minneapolis 8, Minnesota  
Gentlemen: Please send me information on Electronic Moduflow.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**\$300** down, **\$37** a month

...and built like a \$12,000 home

## The New **P&H** Gateway Home



*Seasoned Kiln-Dried Lumber Throughout*

### New Title I P & H Home Features Same Basic Package, Construction As Highest Quality P & H Homes

- Rugged, cleanly-constructed wall panels with Upson Strong-Bilt inside panels and vapor barrier
- Solid roof and ceiling construction
- Fiberglas insulation in walls and ceiling
- Rusco enameled steel prime windows with half screens
- Douglas fir doors with quality brass hardware
- Forced warm air furnace
- Youngstown kitchen

● A home for the big low-cost market, priced to sell for \$6,000 or less . . . with design and construction you'll be proud of. That's the new P & H Gateway. It's a good-looking two bedroom home designed for Title I, Section 8 FHA mortgages—\$300 or less down, about \$37 a month.

Most important, the new P & H Gateway

is built as solidly as homes costing much more. Materials, craftsmanship, design and trim in this home package are *exactly the same* as in the highest quality P & H Homes. Build the P & H Gateway Home. You'll offer a design-construction-price combination that will be tough to match anywhere. Write for plans today.

## P & H Homes for every big market

*(Including a 3 Bedroom Home  
Priced For \$50 a Month!)*

You can build 2, 3, or 4 bedroom P & H Homes profitably for every major price group from \$6,000 to \$20,000. **And there's the new Dover**—a 3 bedroom home you can build for less than most 2 bedroom homes. It can sell for monthly payments of \$50, principal and interest, with minimum down payments. **Write for full information**

# P & H HOMES

356 Spring St., Port Washington, Wis.

**HARNISCHFEGER CORPORATION**

Phone Port Washington 611

*the* **P&H** *Line*



TRUCK CRANES



DIESEL ENGINES



POWER SHOVELS



PREFABRICATED HOMES



ELECTRIC HOISTS



SOIL STABILIZERS



WELDING EQUIPMENT



OVERHEAD CRANES





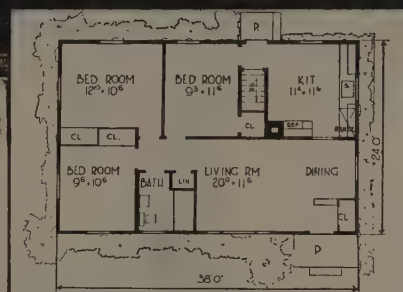
## new look... in factory-assembled houses

Tempted to look into factory-assembled houses but hesitant because you think they lack the eye-appeal to sell?

Then, you should see the new line of Pollman Homes.

Designed by Richard B. Pollman, these homes are typical of the clean, modern, ground-hugging lines and careful attention to maximum livability that have made him one of America's most popular designers.

Built of the finest quality materials and to conventional standards—Pollman Homes also meet FHA and VA requirements. Why wait? Write today! We will be glad to send you complete information about Pollman Homes or have a factory representative call at your convenience.



### 912 Square Feet of floor space

A generous sized living room with handsome window-wall—plenty of storage and closet room. Note dining area on end of living room—and the entrance provided by bookshelf room-divider—3 bedrooms—shoulder-high windows permit wide choice of furniture arrangement. Basement or non-basement models. Several distinctive elevations—wide choice of exterior treatments.

"Pollman Homes fabricated structural units commended by Parents' Magazine."



### THE THYER MANUFACTURING CORP.

2853 Wayne Street  
Toledo 9, Ohio

418½ E. Pearl Street, Dept. 4  
Jackson, Miss.





Burton A. Schutt, Architect, AIA

photograph: Dale Healy

## Rain or shine... Arcadia doors are really weather-tight!



LET IT RAIN . . . Kathy and her Panda are all right. Now, more than ever before, Arcadia sliding doors give you full weather protection. Improved weatherstripping design, developed by Arcadia engineers, is the latest in a long series of exclusive innovations in the industry. Whether you specialize in residential or commercial, you can depend upon Arcadia products for consistently fine quality . . . always.

ARCADIA'S TRADEMARK assures you of wanted features such as sealed ball bearings in solid brass sheaves, all cadmium plated parts in jam-proof latch and sheave housings, bonderized sections of heavy gauge rolled steel. Prices are much lower than you expect when you select from Arcadia's wide range of stock sizes. Write today for complete details about the new weatherstripping & other Arcadia features.

*national member of Producers' Council, Inc., Home Builders Institute,  
affiliate member of National Association of Home Builders and  
Building Contractors Association . . . consult Sweet's Catalog.*

**arcadia metal products**  
324 North Second Ave., Arcadia 14, California



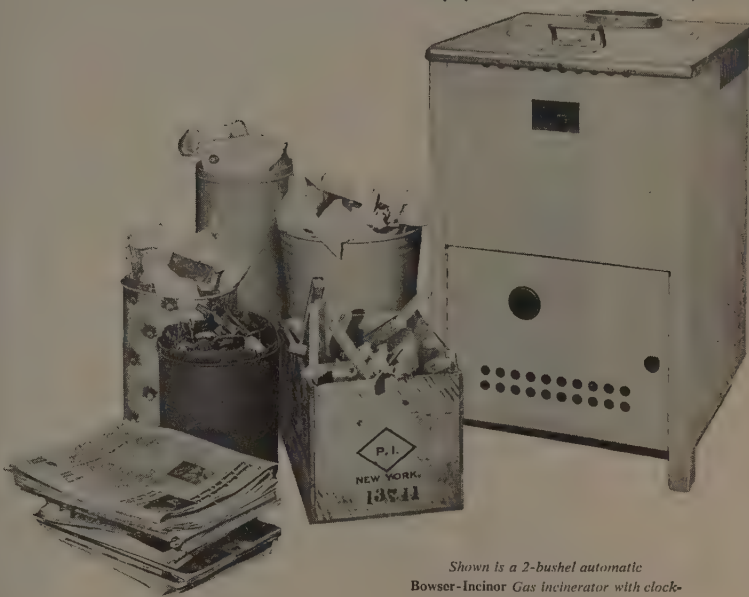
# A Gas Incinerator does twice as much— sells twice as hard—for the same money

New Gas Incinerators are competitively priced with sink disposal units—yet handle trash and waste paper, too.

Sink disposal handles this daily garbage



Gas Incinerator takes care of all waste paper and workbench litter, too.



*Shown is a 2-bushel automatic  
Bowser-Incinerator Gas Incinerator with clock-  
controlled, fast-working burner action.*

There's no question about the extra value, the extra sales appeal a garbage disposal unit adds to a house.

Odors, mess, flies, germs, filth, spillovers—all the unpleasant things about garbage—are done away with. With the frequency of garbage collections diminishing in many areas (sometimes delayed weeks in the winter), such a disposal unit almost becomes a must.

But when you're considering one for new or remodeled homes, why not pick the kind that has the most talking points?

A silent, efficient Gas incinerator handles everything from vacuum cleaner sweepings to ham bones; from waste wood to waste paper. It leaves a fine ash that need only be disposed of once a week. (This ash makes excellent fertilizer, by the way.)

Installation is simple. Choice is enormous, with more than a dozen manufacturers in the field. The operating cost in most areas averages just a few cents a day.

One last point: building ordinances are usually more favorable to the Gas incinerator.

Look into this matter. Your local Gas company will be happy to help you.

only **Gas**  does so much so well

GAS—the modern fuel for auto-matic cooking...refrigeration...water-heating...house-heating...air-conditioning...clothes-drying...incineration. AMERICAN GAS ASSOCIATION

*you can't build  
sound homes today  
without*

## SOUND WIRING!

The home of today is the *electrical* home. Regardless of its size or design, it must be built for the full electrical life Mrs. Housewife demands today.

This means *wiring*. Efficient, up-to-date, *adequate wiring*. Wiring that not only cares for the *present*, but is large enough to care for the *future*.

Such wiring costs little more to install than the minimum kind. But it's worth it! Because there isn't a single "plus" feature that you can build into your houses today that pays you back so much for so little!

For one thing, adequate wiring definitely boosts your reputation as a quality builder. Although it may be hidden from view, nothing becomes more evident more quickly than adequate wiring when it goes into action — with plenty of power, just when and where it's needed, for every appliance in the house! What's more, homes are easier for you to sell when you feature adequate wiring!

Kennecott Copper Corporation, 161 East 42nd Street, New York 17, New York.

**IMPORTANT NOTE!** *Kennecott is sponsoring a national advertising campaign to tell the vital story of adequate wiring to American homeowners. Watch for it in the Saturday Evening Post and This Week.*

***Kennecott***  
COPPER CORPORATION









## **More strength...more protection... and a 44% labor saving!**

To show why Nu-Wood insulating sheathing can be applied faster and with less waste than wood sheathing, application tests were made on four identical houses. Two of the houses were sheathed with wood—the other two with Nu-Wood. Checked by the Uni-

versity of Minnesota, an impartial authority, these tests show the Nu-Wood sheathing to be stronger, less expensive to apply and with higher insulation value. Average application time on the Nu-Wood sheathed houses showed a labor saving of 44%.





Easier to apply, Nu-Wood Sheathing adds strength, while providing maximum weather protection. The asphalt-impregnated board acts to provide thorough resistance against inroads of destructive moisture.



The Nu-Wood ship-lap joint is reversible, enabling the carpenter to reverse cut pieces and use them on the other side. This saves application time and cost — important advantages for builder and homeowner.



Nu-Wood Sheathing is available in both 2'x8' and 4'x8' sizes. The large sheets meet FHA requirements, eliminating need for corner bracing. Nu-Wood sheathed houses are sturdier—more substantial.



Nu-Wood Sheathing can be used under wood siding, asbestos and wood shingles, stucco or masonry veneer. The superior nail-holding strength of this better sheathing assures stronger construction.

## WOOD CONVERSION COMPANY

Dept. 236-64, First National Bank Bldg., St. Paul 1, Minnesota

# Nu-Wood<sup>\*</sup> Insulating Sheathing

Reg. U. S. Pat. Off

# Now

## A THERMOSTAT IN EVERY ROOM

at a cost which permits its use in any building  
from the smallest home to the largest  
residential or commercial building

# SelectTemp

An advanced new method of heating with comfort  
standards far beyond those of conventional heating systems

Iron Fireman SelectTemp is a central heating system with a revolutionary type of room unit that provides *continuous modulated heat* which is automatically regulated by an *individual thermostat in each room*.

SelectTemp therefore has two features (among many others) that set it apart from other types of heating. *First*, it is capable of full modulation down to 1/20th of its capacity. SelectTemp is not an on-and-off

type of heating, nor is it a two, three or four speed arrangement. Warm, filtered air flows *continuously and quietly* at the rate necessary to maintain room temperature at the level selected. *Second*, each unit has its own thermostat. The occupants of any room can have the temperature they desire at any time. Heat in unused rooms can be lowered to 40°. A change in thermostat setting brings very rapid response.

### For any kind of building

The SelectTemp system can be economically installed both in new and existing buildings. It is a very practical heating method adaptable to most any size or type of application. Never before has such ideal comfort been achieved at a cost that makes it practical for the smallest home or the largest residential, institutional or commercial building.

For complete information and specifications please mail the coupon below.



**LIVING ROOM** with SelectTemp heating unit recessed on wall. Units are unobtrusive and can be finished in any color to fit the decorative scheme.



**DINING ROOM**, showing SelectTemp unit which has 12,000 Btu per hour maximum output capacity.



**BATHROOM** has 6,000 Btu unit. Automatically modulating units require no electrical connections.

### SelectTemp Highlights

**THERMOSTAT IN EACH ROOM.** Temperatures can be varied in every room to fit the "activity plan" and personal preference of the occupants.

**MODULATED HEAT.** Air circulation is continuous. Both temperature and volume of air is automatically modulated, as required to offset heat loss from room.

**FILTERED, CIRCULATED AIR.** Individual room air circulation prevents transmission of odors or bacteria from other rooms. Air is cleaned by a spun glass filter in each room unit. Filtered outside air can be introduced if desired.

**BOILER LOCATION.** Does not require centrally located heating plant. Boiler can be placed in any desired location, with proper distribution of heat to every room.

**LOW POWER COST.** No electricity required to operate circulating fans. Nonelectric thermostats.

**LOW INITIAL COST.** No other system can be so easily installed in either new or old construction. Small soft copper tubing (3/4 inch I.D.) carries steam to individual room heater units. Return lines are 1/2 inch. Tremendous savings in installation costs.

**LOW FUEL COST.** Temperature easily reduced in unused rooms. Eliminates overheating.

**AUTOMATICALLY BALANCED.** No special adjustments of dampers, valves or orifices required to balance heating system. Each unit continuously regulates heat needed for each room. Automatically compensates for external heat sources such as fireplace or solar heat, without affecting temperatures of other rooms.

# SelectTemp

TRADE MARK

PRODUCT OF IRON FIREMAN



Send for full  
information

IRON FIREMAN MANUFACTURING CO.  
3176 W. 106th Street, Cleveland 11, Ohio.

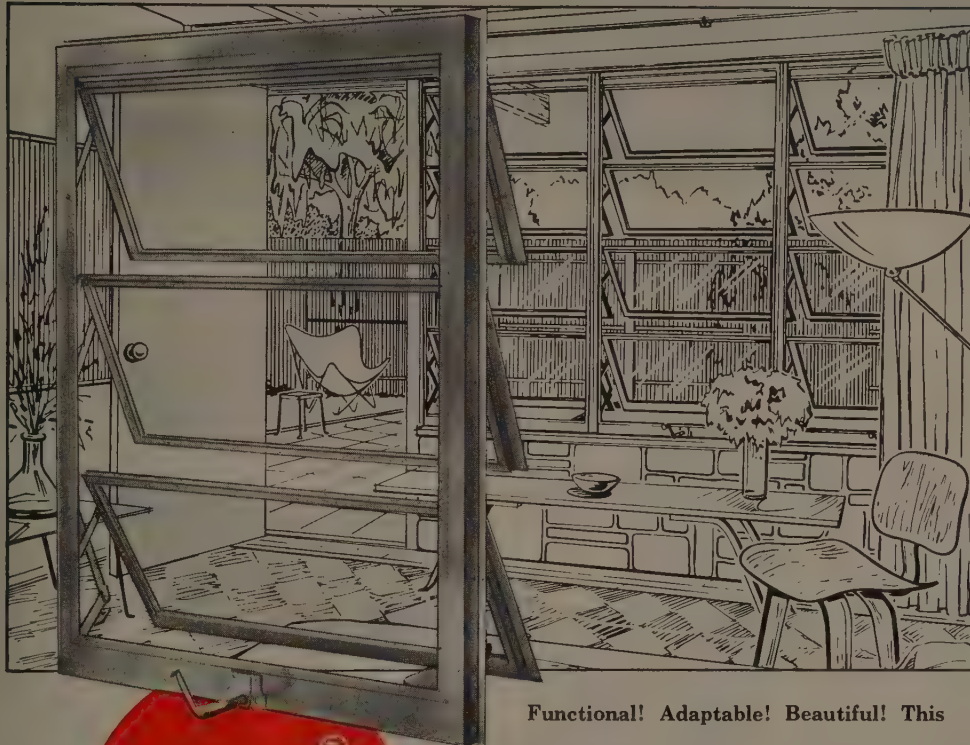
Please send literature on Iron Fireman SelectTemp Heating.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Copyright 1954—I. F. Mfg. Co.



# *This Window Wins Architectural Plaudits*



**Ualco**  
U·A·L·C·O  
**ALUMINUM**  
**AWNING**  
**WINDOWS**

**PRECISION-ENGINEERED!** ★ Exclusive Strip-Proof completely housed Operator has no separate locking device! ★ Integral fin takes brick fin and fin trim! ★ Jiffy-Quick Sill Clips slide in channel from each side; locate as many as wanted, where wanted. ★ Weatherstripped completely with Koroseal! ★ All vents open up to 90 degrees for 100% ventilation; or

Functional! Adaptable! Beautiful! This window fits the needs of residential, commercial and institutional building.

Modern as tomorrow—with slim, horizontal lines of extra-heavy extruded aluminum. Stays beautiful through all the tomorrows because Ualco's exclusive finishing process preserves its satin-smooth beauty forever! Can't rust, rot, warp and never need painting! Will never require upkeep expenses!

bottom vent, only, opens for night ventilation! ★ Easily cleaned from the inside!

**ASK ABOUT** our Engineering Planning Service, designed to assist architects, engineers and contractors in making "take-offs" and solving window problems.

SEE OUR CATALOG IN SWEET'S ARCHITECTURAL FILE 16A OR WRITE US FOR COMPLETE INFORMATION

**SOUTHERN SASH SALES & SUPPLY CO., INC.**  
**SHEFFIELD, ALABAMA**



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Manufacturer of  
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DOUBLE HUNG



HOPPER



TWINSUL



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UTILITY

THE COMPLETE LINE



## What does it take to start a

Some of the attractions in  
the Manhattan Manor Project,  
Tampa, Florida



**G-E AUTOMATIC WASHER** with Activator® washing action. Finest washing and damp drying available today.



**G-E SPACE MAKER REFRIGERATOR** that provides one-third more refrigerator space than old-style models.



**G-E AUTOMATIC DISHWASHER** that saves time, work and hands. Also: G-E Disposall® and G-E Automatic Water Heater.



▶ **G-E RANGE** with EXTRA-Hi-speed Calrod® unit. Faster, safer cooking.





# house-buying stampede today?

**6500 people** visited Manhattan Manor, Tampa, Florida on opening day; many signed firm contracts. Record to date: 225 houses (each equipped with a G-E Kitchen-Laundry) sold, with 375 more planned!

"Unless a person was on the scene with us opening day, it is difficult to imagine the enthusiasm of the people, and their eagerness to sign up for one of our houses with General Electric Kitchen-Laundry equipment. It was like a stampede," says M. H. Foster.

"We feel the sales record is even more impressive when one considers that other builders' homes in the area remained unsold, although the structures were erected before ours.

"We just wouldn't think of erecting houses today without a General Electric Kitchen-Laundry."

**Opportunity for you.** Not just in Tampa, but in scores of cities, builders are reporting phenomenal sales results with G-E appliances. Why not get all the facts through your G-E distributor today?

Home Bureau, General Electric Company, Appliance Park, Louisville 1, Kentucky.

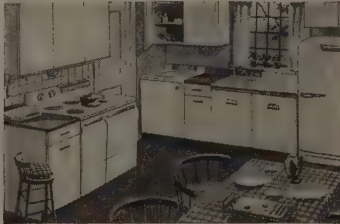


**Left to right:** D. H. Foster, secretary; George Nipper, G-E distributor-builder representative; and M. H. Foster, president of Manhattan Manor. Ask your G-E Major Appliance distributor builder specialist about promotional plans for your market.

**REGARDLESS OF PRICE RANGE, your houses can have a G-E Kitchen-Laundry**  
(See your G-E distributor for answers to your builder problems.)



**IN YOUR \$9,995 HOUSES**  
Include G-E Refrigerator, G-E Range, G-E Automatic Washer, G-E Disposall and G-E Cabinets. Adds as little as \$3.26 monthly to mortgage payments.

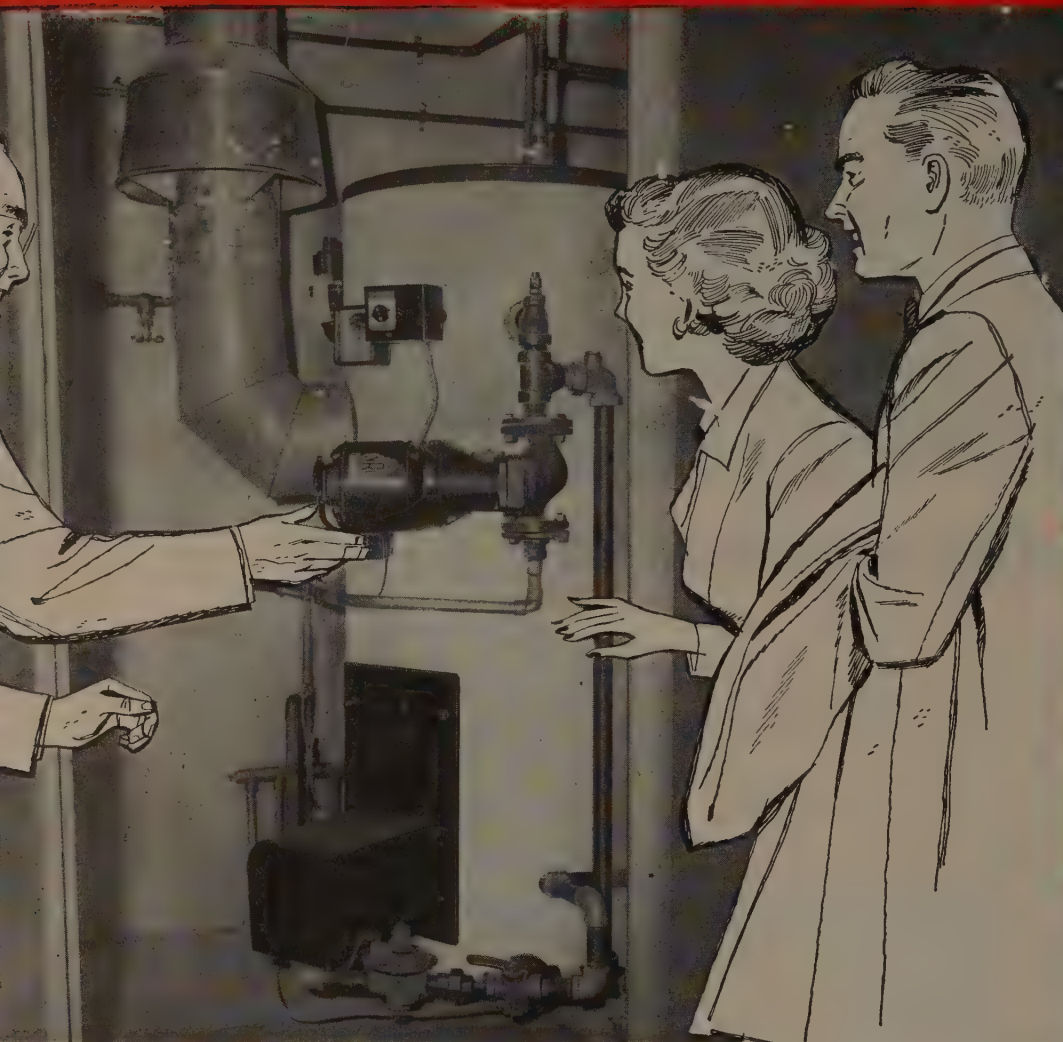


**IN YOUR \$12,500 HOUSES**  
Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Automatic Washer, G-E Cabinets. Adds as little as \$5.31 monthly to payments.



**IN YOUR \$16,000 HOUSES**  
Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Automatic Washer, G-E Dryer, G-E Cabinets. Adds as little as \$6.31 to payments.

**GENERAL  ELECTRIC**



This is a section of Colonial Village, a housing project at Wallingford, Conn., where 144 gas-fired Packets are the central heating units for the homes.

Note the National Packet (GU-19WF) installed in a small closet near the kitchen. This compact, all-in-one heating plant allows the builder to hold dimensions to minimum size making more living space available in the home.

## Three models of the NATIONAL PACKET

# THE NATIONAL PACKET

all-in-one, automatic Home Heating Unit  
PAYS off to both builder and home owner

Proved in many housing developments all over the country.

144 National Packets (gas-fired) have ended their second winter season of service at Colonial Village Housing Development, Wallingford, Conn.

Installation cost proved unusually low because of the complete factory assembled Packet units. Less labor was required due to ease of installation and simple hook-up to heat distributors. Some of the homes use radiant panels, others recessed convectors. Space-saving was an important economy advantage to the builder.

The minimum number of fittings needed, another cost control advantage.

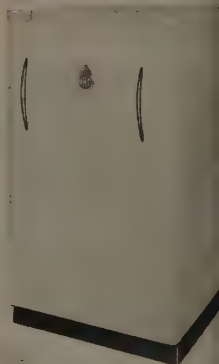
Home owners in Colonial Village are pleased with the low operating costs of the heating system and the fact that in addition to dependable heating comfort the National Packet supplies them with ample year-round domestic hot water for bathroom, kitchen and automatic washer usage.

For Better Selling, "Go National" in Home Heating. Send the coupon now for further information on National complete hot water Heating Equipment.

**MODEL "U"**  
Flush Type Jacket  
53" high



**MODEL "U"**  
with Gleaming  
White Cabinet  
56" high

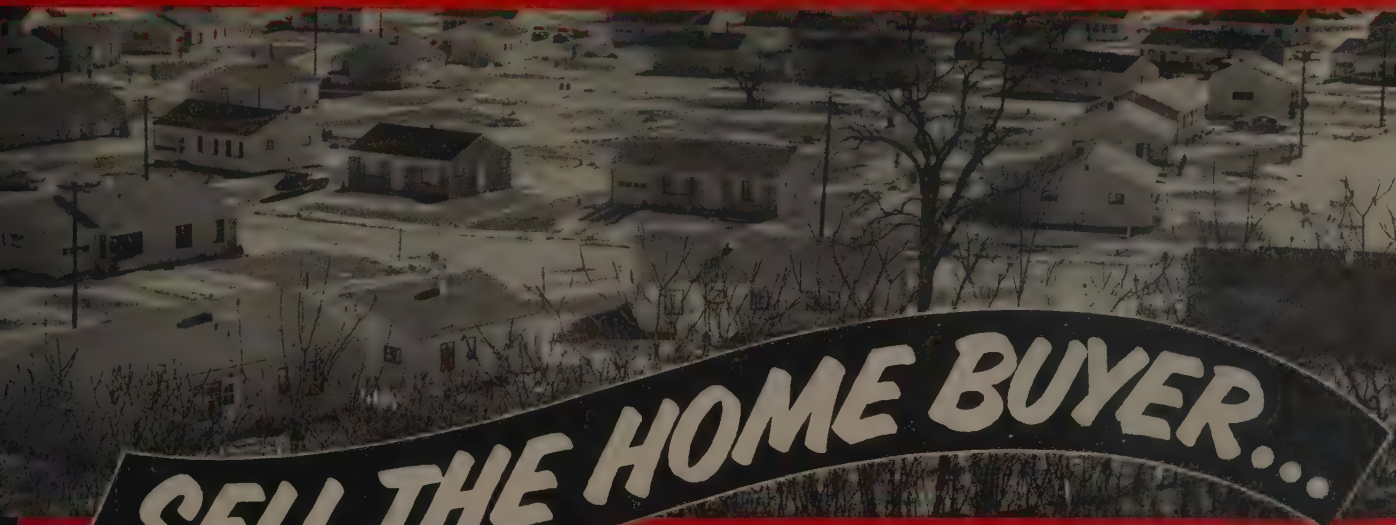


**MODEL "K"**  
Counter Height Style  
36" high



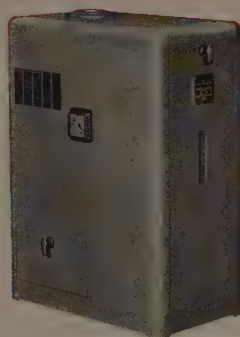


# WITH BETTER HEATING



## SELL THE HOME BUYER...

real heating comfort...low fuel costs...  
simple controls...ample domestic hot water...dependable  
performance with National <sup>HOT WATER</sup> Home Heating Equipment



Gas Boilers



Residential Steel Boilers

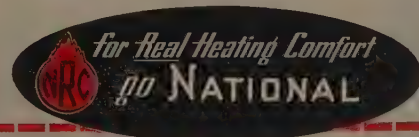


Cast Iron Heat Extractors

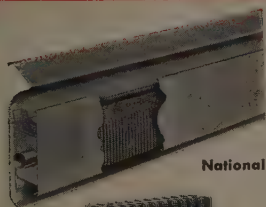


National Boilers comply with all tests, regulations and construction requirements of the Government and associations of the heating industry and carry their seals of approval.

**NATIONAL** offers a complete line of hot water Home Heating Equipment with all accessories—from a single source. Sizes to meet every type home requirement.



Equally effective with any modern method of heat distribution



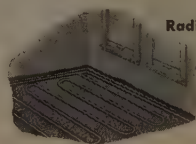
National Art Baseboard



National Art Convectors



National Art Radiators



Radiant Panels

THE NATIONAL RADIATOR COMPANY  
JOHNSTOWN, PA.

☐ Send me literature on  
National Home Heating Equipment

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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# The BIG DIFFERENCE

Between this

and this



**Win-Dor**

**America's finest quality correlated operating hardware for horizontal and vertical casement type single or multi-panel ventilating windows.**

The Casement Hardware Company, manufacturer since 1906 of Casement window hardware that has been standard equipment with leading manufacturers for almost 50 years, has now designed and engineered these same quality features into Win-Dor hardware for top-hung sash. Here is an unequalled combination of correlated hardware that enables you to utilize a sash equipped with all the advantages offered only in a Win-Dor Operator—America's standard of quality.

The newly designed Win-Dor Hinges with exclusive nylon block slides, allow operated sash to move out or in smoothly and without friction.

They just can't ever rack or twist the sash to crack and break glass . . . and finally, this Win-Dor correlated hardware set includes the new Win-Dor locking device with its exclusive "kick-out" action that instantly breaks the paint or ice seal of sash against the frame. Its rugged construction and non-projecting locking handle securely holds the sash tight against stops and weatherstrip.

Old-fashioned friction controlled devices antiquate even the best of sash. Offer the newest, most modern, highest quality hardware money can buy. It costs no more than the rest, so feature the best, Win-Dor, the standard of Manufacturers and Architects everywhere for nearly 50 years.

***This new Win-Dor Hardware is now available through many millwork manufacturers. WRITE for details and engineering data.***

## OTHER FINE WIN-DOR PRODUCTS



### WIN-DOR OPERATORS

Win-Dor Casement Window Operators are the strongest worm and gear type operators made. They are reversible for right or left hand. Many thousands in use prove the quality and merit of the exclusive Win-Dor design and construction.



### WIN-DOR HINGES

Win-Dor Hinges are extension and close type, designed with a special sash leaf which attaches to the rail and the stile of the sash, thereby re-enforcing the joint. The extension type allows sash to open with sufficient clearance between it and the frame to permit cleaning of the outside of the glass.



### WIN-DOR SNUGGERS

These Win-Dor Snuggers, automatic closing devices, are the most satisfactory means available for pulling cabinet and wardrobe doors and casement windows tightly shut. Spring actuated, fully automatic and reversible. They are available in small, medium and large sizes.



s this . . . \*

## Brand New Win-Dor "through the screen" awning, panel and casement, operating window hardware.

### WORM GEAR OPERATOR

Operator is the worm and gear type with bronze bushings and the operating parts strongly enclosed in an interlocked Housing. The handle may be fixed or removed.

### ALL THESE OUTSTANDING FEATURES:

The only operating hardware designed and correlated for complete awning window assembly.

Strong worm and gear operators with removable handle securely lock sash in either vertical or horizontal position through screen or storm window from inside the room.

Entire operating hardware completely concealed.

Exclusive Win-Dor designed sliding hinges with bronze bearings and large nylon slide bushings for feather glide operation.

Heavy, ruggedly constructed Win-Dor operator with machine cut worm and gear segment, to easily control any standard size single or double glazed sash.

Newly designed non-projecting locking handle has exceptional pulling power to insure tight fit of sash against weatherstrip.

Special "kick-out" built into locking handle easily breaks paint and ice seal with protection against glass breakage.

Field tested and fully warranted by Casement Hardware Company. America's oldest manufacturer of window controls.



### LOCKING HANDLE

Strong rugged device with non-projecting handle, has sufficient pulling power to lock sash weather tight and special, built-in "kick-out" action to break ice or paint seal.

### SLIDING HINGES

These hinges enable sash to project as it lowers from the head. Heavy steel arms with brass bearings and large nylon slide bushings permit friction-free lifetime operation.



### WIN-DOR JALOUSIES

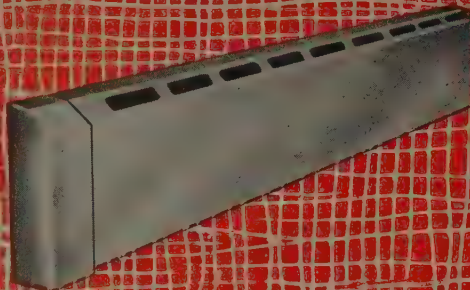
Win-Dor Jalousies with patented stainless steel weatherstrip and the famous Win-Dor operator, provide smooth, powerful opening and closing of louvers which are automatically locked in any position. Make sure you get these exceptional engineering features exclusive in Win-Dor quality Jalousies.



## THE CASEMENT HARDWARE COMPANY

Dept. E-6, 612 North Michigan Avenue  
CHICAGO 11, ILLINOIS

Manufacturers of Win-Dor Casement Window Hardware  
Famous for Quality Since 1906



**QUICKLY INSTALLED**

**TRIMRAD**  
**Koven**

**BASEBOARD RADIATOR**

**Save man hours—  
Raise profits**

Extra profits can be yours with a KOVEN Trimrad, the wonderful 2-way baseboard radiator that saves valuable installation time. Trimrad is so quick and easy to install... the job is finished faster with fewer man hours required! Engineered by Koven, one of America's largest steel fabricators since 1881, it provides a thoroughly dependable supply of even, controlled heat from floor to ceiling. And its space-saving design means more decorating freedom... wins praise from homemakers! Economical to operate and consistent in performance, Trimrad offers more satisfaction for the customer, more profits for you!



**MORE HEAT  
BY RADIATION**

- 50% convected heat
- 50% radiated heat



**ALMOST INVISIBLE—**  
Practically flush with  
the wall

**NO DRAFTS OR COLD POCKETS**  
**UNIFORM HEAT** from floor to ceiling  
**NO FINS TO CLEAN** or get clogged with dust  
**LIGHTWEIGHT** — one man can handle longest length  
**MILL-ROLLED WELDED STEEL** gives maximum heat conductivity  
**3 BIG WATERWAYS** back front panel — hold more water, store and emit heat longer  
**FOR NEW OR OLD WORK**

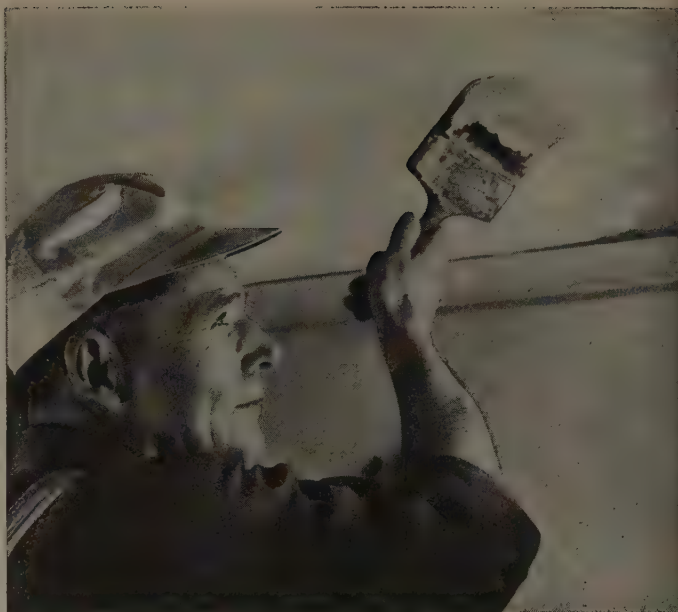
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Plants: Jersey City, N. J. • Dover, N. J. • Trenton, N. J.



**only 45 minutes**  
**between primer and finish coat with**  
**3 purpose B-I-N...the only flat white**  
**primer of its kind!**

B-I-N primes white, seals, kills stains on any surface with just one coat... dries *dry* so fast — in just 45 minutes — you don't have to shift scaffolds. Just go right ahead with your finish coat.

***saves time...saves labor...does a better job!***

On Dry Walls, Plaster and Cement, Plywood and Wood, B-I-N seals pores and sets before it can be soaked up like ordinary primers. Its titanium pigment gives it unsurpassed hiding power. Knots, sappy streaks, stains of any kind are permanently sealed by B-I-N — never bleed through!

**Brush it on, spray it on, roll it on** — no sagging or curtaining, no paint odor. Coverage — 450 sq. ft. per gallon on wallboard, 500 sq. ft. on wood, up to 600 sq. ft. on metal, glass or other nonporous surfaces.

**Want a sample?** Write on your letterhead. We'll send a certificate redeemable at your B-I-N dealer for one-third the price of your first quart.

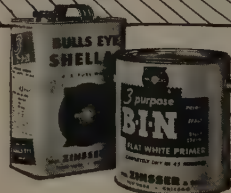


**YOUR BEST BUY FOR FLOORS IS  
BULLS EYE!**

No one has yet invented a better-looking, longer-lasting, easier-to-apply finish for floors and natural wood trim than BULLS EYE SHELLAC. No unpleasant odors, quick drying, easy to maintain. Because it's the finest shellac you can use, BULLS EYE costs a little more per gallon, but it goes a long way towards making satisfied customers stay that way.

Both B-I-N and BULLS EYE SHELLAC are made by William Zinsser & Co., which has produced America's finest shellacs for 105 years. Sold only by the best paint dealers in your community.

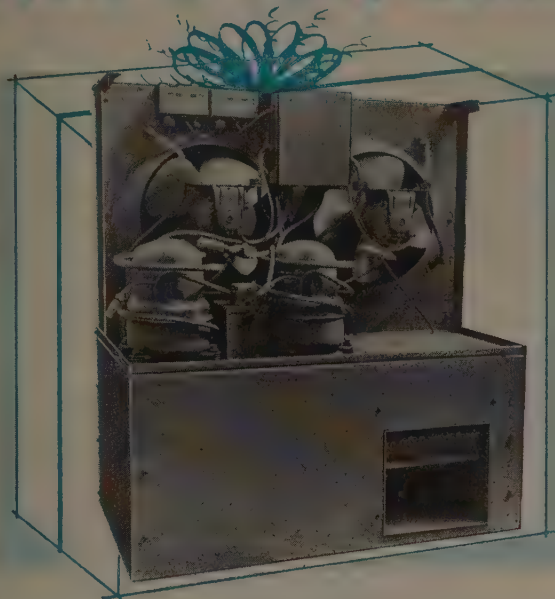
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**CHICAGO ★ NEW YORK**





# Marvair AIR-COOLED AIR CONDITIONER NOW AVAILABLE IN

## New 3-TON Unit...at Lowest Cost!



Rounding out our line of the  
MOST SENSATIONALLY PRICED

### *Packaged* **AIR-COOLED AIR CONDITIONERS**

ON THE MARKET TODAY!

**1½ Tons • 2 Tons • 3 Tons**

**Give yourself that extra "SELLING EDGE" . . . with MARVAIR!**

Now you can sell almost every home-building prospect, large or small! The new 3-ton Air-Cooled MARVAIR efficiently air conditions houses up to 2100 square feet in area. And it's as incredibly low priced as our smaller units!

This 3-ton Air-Cooled MARVAIR is amazingly economical in use. Just one of its twin systems is ample for normal cooling and dehumidifying; the other turns on only when needed.

Compare the unique MARVAIR features listed here with costlier water-cooled types and those requiring ductwork. Then prove to yourself that MARVAIR can help you sell houses by installing one unit as a test. You'll go MARVAIR 100%!

- Unbelievably low first cost and installation cost.
- Air cooled—uses no water, needs no plumbing.
- Fits any one-story floor plan with central hall.
- No ducts—may be used with any type of heating.
- Takes up no floor space—installed in attic, or in false chimney on low-pitch or flat roof homes.
- Remarkably quiet and economical in operation.
- Refrigeration circuit covered by 5-year warranty.
- Designed to conform to all FHA-VA requirements.

*A Complete Line of Marvair Water-Cooled Packaged Units also available*

**Ask your Distributor or Write Today!**

## MARVAIR

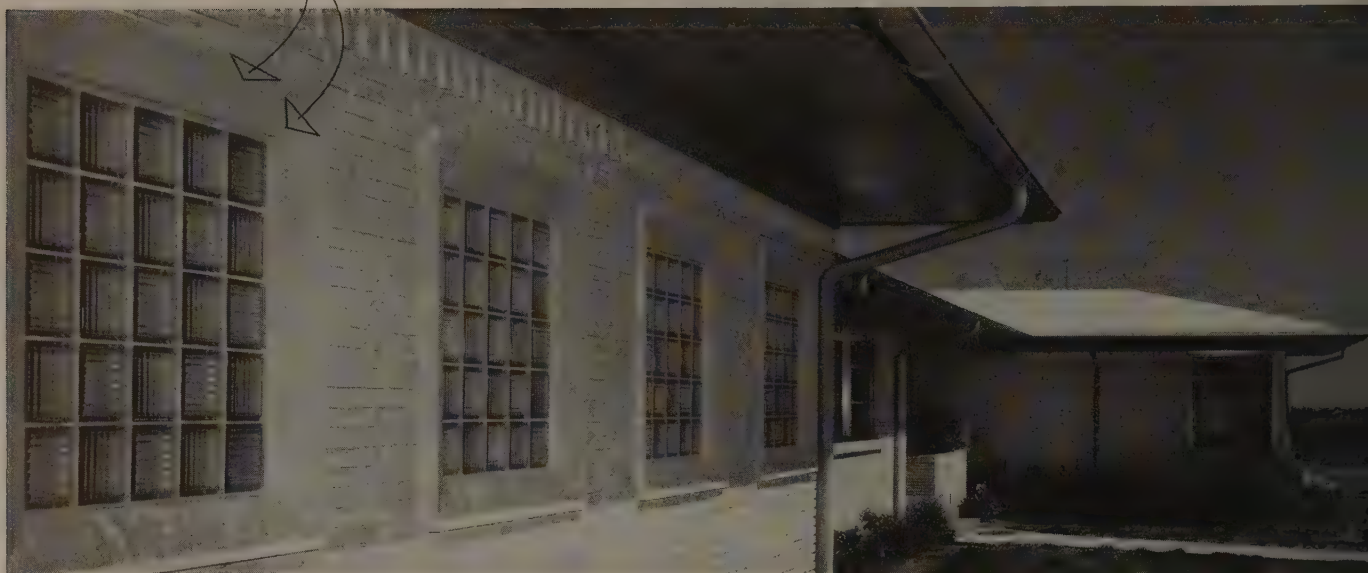
DIVISION OF MUNCIE GEAR WORKS, INC., MUNCIE, IND.

THE MOST COMPLETE BUILDERS' LINE IN THE AIR CONDITIONING FIELD



# Here's something "different" for your homes—and you'll hardly notice the cost!

Architect: Sidney Milan



Lots of builders have found that a few PC Glass Block panels will spark up the looks and salability of new homes—and the cost is a drop in the bucket.



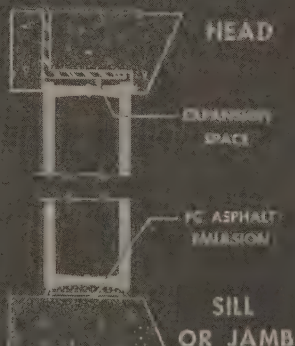
In garage windows, for example, PC Glass Blocks offer excellent daylighting, insulation and good looks. They require no maintenance such as re-puttying or painting, and they practically eliminate the breakage problem. PC Glass Blocks are easily and quickly installed and you have a neat extra benefit to point out to your customers.

PC Glass Blocks are widely used at entrances, for room partitions, shower stalls, bathroom and basement windows. The cost is low, but they add a lot to your homes.

Write for more information. Pittsburgh Corning Corporation, Dept. AQ-54, One Gateway Center, Pittsburgh 22, Pennsylvania.

Easy to  
install

DETAIL  
FOR PANELS  
LESS THAN  
25 SQ. FT.  
IN AREA



## PC Glass Blocks



ALSO SKYTROL AND FOAMGLAS®

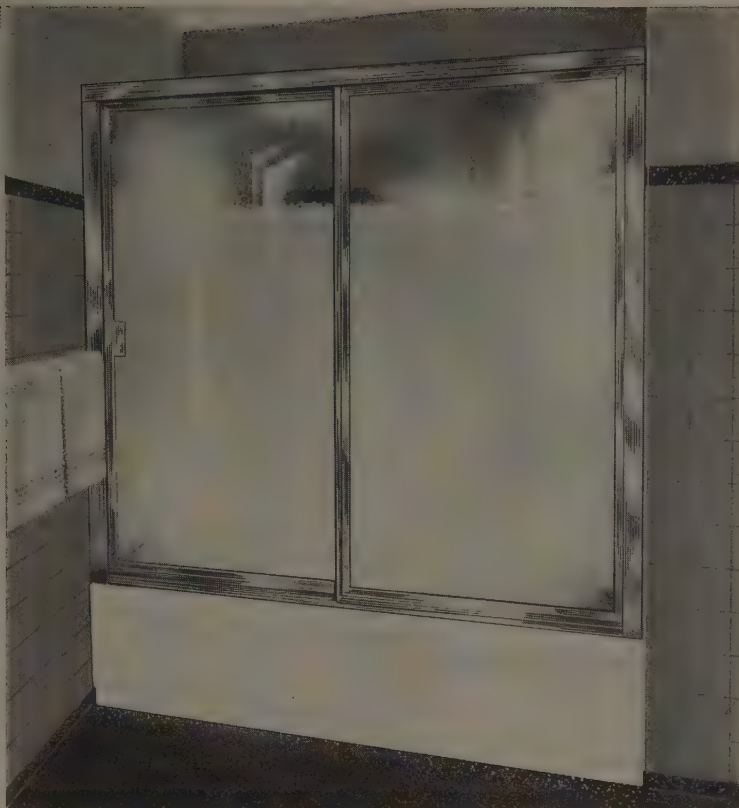


Don't fall behind...  
be ahead of the trend with



AT THE LOWEST PRICE  
IN AMERICA

\$74<sup>95</sup>\*  
LIST



You can now offer this New Styling in Every Home-  
If you Plan • Build • or Modernize

#### SIMPLICITY OF INSTALLATION



1. Side jambs attach  
to wall.



2. Bottom rail is se-  
cured to tub rim  
with mastic. There is  
no drilling into tub.



3. Both doors slip into  
top rail and are  
placed in position.

\*Prices slightly higher west of the Rockies.

Now, every home can have the comfort, convenience and beauty of an enclosed bath. The GLAMOUR Tub Enclosure—in a matter of minutes—will transform recessed bathtubs into shower enclosures—attractive, splash-tight, draft free!

- Comes completely assembled—including the glass.
- Shipped in one carton—ready to install.
- Installation takes less than 30 minutes.
- Fits any standard 5 ft. recessed wall to wall tub.
- Door frames, side jambs, top and bottom rails of thick, highly polished, rust-proof aluminum—heat treated to T-5 and T-6 tensile strength.
- Heavy, translucent 7/32" glass panels encased in solid (63 ST) aluminum framing. (As an additional safety feature this extra heavy glass is cushioned within Buna "S" rubber gasket).
- Double overhead ball-bearing rollers—cadmium plated.
- Dependable, easy to use mastic included.
- Each door is 57" high and 30" wide. Overall height—59 1/4".

"Glamour" is a prestige "natural" for homes.

MORE FEATURES FOR LESS MONEY  
THAN ANY TUB ENCLOSURE  
IN AMERICA.

THE *Glamour*

SHOW-R-DOOR CO., LTD.

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**Yes!** We are seeking  
modern, aggressive businessmen  
in each Major U. S. marketing  
area, including Canada, Mexico,  
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Western Europe.

We offer to such businessmen:  
A franchise which grants to  
them exclusive sales rights to  
all types of distribution. A fran-  
chise where we pay freight to  
your warehouse. A franchise  
where we grant co-operative  
advertising allowances. A fran-  
chise where we pay a share of  
your administrative expenses.

A franchise where  
you pay no fee.

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- ☐ I am interested in purchasing "Glamour" for my clients as an  
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- ☐ Please rush to me your exclusive franchise merchandising profit plan.
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Exclusive "Glamour" franchise merchandising profit plan.

Name.....

Company.....

Address..... Phone.....

City..... Zone..... State.....

Case history  
of CECO on-the-job  
performance



## CECO window engineering service saves \$8<sup>50</sup> per opening

■ In these days of "harder to earn" profits, it pays to search for building shortcuts that provide better homes. Paul E. Schleicher & Associates, designers and builders, put it this way: "Look for cost savers that give added value."

So in planning Aetna Manor, Gary, Indiana, they centralized construction by building 1320 walls flat on shed tables and trucked them to the home sites, thus making important construction savings.

Through its Window Engineering Service, Ceco suggested further savings with installation shortcuts. Steel casements were delivered with attached combination Inside-Outside Trim—a labor saving idea. Installation was merely a matter of dropping the window-and-trim unit into place, squaring, and nailing. Result: A saving of \$8.50 per opening over sash requiring fitting, trimming and returns. Here is another example of Ceco performing on the designer-builder-supplier team. Ceco Product Specialists will help you save through product engineering. So before you plan your next project, large or small, call your nearest Ceco office. Consult Sweet's Architectural or Light Construction file for address. **CECO**

### CECO STEEL PRODUCTS CORPORATION

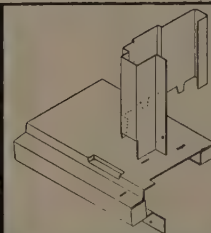
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General Offices: 5601 W. 26th St., Chicago 50, Illinois



**Ceco offers you the world's widest  
line of Steel and Aluminum Windows.**

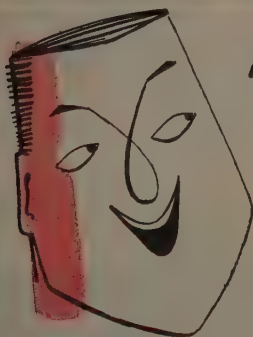
Combination  
Inside-Outside  
Steel Trim

Typical corner  
assembly detail



*In construction products  
**CECO ENGINEERING**  
makes the big difference*





*WHAT! Modern plastic tile flooring  
in my low-budget homes?*

**YES! MATICO ARISTOFLEX IN  
LOW-COST STANDARD GAUGE**

Here's a real tonic for new home sales! Aristoflex vinyl-plastic flooring not only serves as a powerful PLUS selling aid with the vinyl-minded buying public . . . but keeps your budget in line, too.

And these are the reasons. In standard-gauge thickness it's comparable in price to grease-proof asphalt tile . . . in beauty and durability, it's a real eye-opener to prospective home buyers, as only modern vinyl-plastic can be. The advantages are many. Since Aristoflex is vinyl-plastic from top to bottom (no felt backing!) it can be used on, above or below grade. The smooth, non-porous surface resists acids, alkalis, greases and fire. The radiant colors and marbleization go clear through each tile. And from the builder's standpoint, Aristoflex saves labor costs, because it lays in easily, requires less handling by the mechanic. Also available in  $\frac{1}{8}$ " thickness. Look into MATICO ARISTOFLEX today. Write for full details.



Dept. 14-6

**MASTIC TILE CORPORATION OF AMERICA**

Manufacturers of:

Aristoflex • Confetti • Parquetry • Asphalt Tile • Cork Tile • Plastic Wall Tile  
Joliet, Ill. • Long Beach, Calif. • Newburgh, N. Y.



**NON-CHECKING WELDTEX** offers unlimited possibilities for single wall treatments. It can be painted or stained any color.

## Weldwood paneling makes any house and it's guaranteed for the life of the house!

**PRE-FINISHED PLANKWELD** is the easiest of all wall paneling to install. Special metal clips hold panels, hide nailheads. Available in a variety of wood faces.

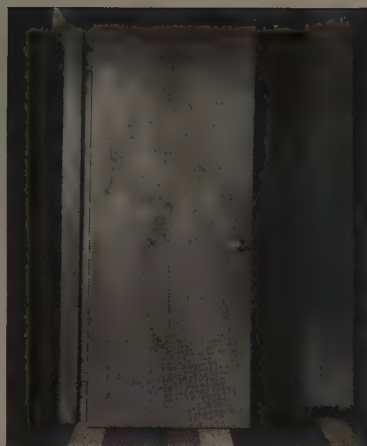
**THERE IS A BIG TREND** to real wood built-in cabinets in the kitchen. Here you see exotic blond Korina with surface tops in Mardi-Gras pattern Micarta®.





**GUARANTEE:** Weldwood Fire Doors\* and Weldwood Stay-Strate Doors® are *unqualifiedly* guaranteed **FOR LIFE** against warping, binding or sticking. If any properly installed Weldwood StayStrate or Fire Door fails to come up to these standards, we guarantee to replace it without charge . . . including all labor costs involved.

\*U. S. PAT. NO. 2593050



**The incomparable beauty of real wood paneling, while often imitated, is never duplicated. It has a sales appeal all its own—makes any house look like a better buy.**

When you panel even one wall of a room with Weldwood, you add the magic selling touch that's a sure hit with prospects everywhere. Weldwood looks like more for the money because no other wall covering material even comes close to matching the natural beauty of *real wood*!

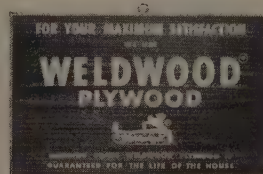
**CHECK ITS COST.** Weldwood paneling is applied directly to studding, thus compares favorably in cost with more involved wall covering methods. For instance, 1/4" panels for a wall 8' x 12' in exotic blond Korina® cost only about \$53, in birch \$41, mahogany \$48, walnut \$57, oak \$53, Weldtex® \$25, Surfwood® \$23, Novoply® \$25, and there's even easier-to-install Pre-finished Plankweld® too!

And don't overlook superior Douglas Fir Weldwood for built-ins, sub-flooring, roof and side-wall sheathing. It stands up better, saves by speeding up the job!

For further information see your lumber dealer or consult with the Architects and Builders Service Desk at your nearest United States Plywood or U.S.-Mengel Plywoods distributing unit in 73 principal cities, or mail coupon.

## look twice its price

**HERE'S A WAY** to give a bedroom a real lift. Panel a wall in cheerful economical Weldwood birch. It's easy to clean and complements any type of furnishings.



This Weldwood Guarantee display plaque in genuine walnut, 11 3/4" x 7 1/2" is available free for builders featuring Weldwood paneling. Ideal for model homes.



# Weldwood®

**UNITED STATES PLYWOOD CORPORATION**

*World's Largest Plywood Organization*

55 West 44th Street, New York 36, N. Y.

U. S.-Mengel Plywoods, Inc., Louisville, Kentucky

DISTRIBUTING UNITS IN 73 PRINCIPAL CITIES

In Canada, Weldwood Plywood Ltd., Woodstock and Toronto

**United States Plywood Corporation**

**55 West 44th Street, New York 36, N. Y.**

**FREE:** Please send me 24-page Contractors and Builders Book packed full of Weldwood data and specifications.

NAME.....

ADDRESS.....

CITY.....STATE.....

HH-6-54



## *SHE SELLS THEM AS FAST AS SHE BUILDS THEM!*

**Carrier air conditioned Weathermaker Homes are selling fast  
at \$10,000 to \$10,800 in fabulous Las Vegas, Nevada**

The woman's touch is proving mighty profitable in the Boris Terrace development, Las Vegas, Nevada. "Boris," you see, is "Helen Boris," and being a woman she knows what women want . . . and gives it to them.

That's why 44 of these trim contemporary homes are already occupied just four short months after construction was begun in Carrier air conditioned Boris Terrace.

Helen Boris gives the girls natural birch kitchen cabinets, mahogany slab doors, plenty of closet space, and Carrier air conditioning.

She says, "A woman spends twice as much time at home as her man. So she appreciates that Carrier comfort on hot days. And believe me, it does get hot in Las Vegas!"

Even a quick look at Boris Terrace shows that Helen Boris knows how to build a good

Weathermaker\* Home. Notice the low pitched roofs, topped with sun-reflecting white rock and the generous overhangs.

Actually, though, even a man can sell Carrier air conditioned Weathermaker Homes. And there are scores of successful Carrier air conditioned developments to prove it. Why don't you get into the act? Mail the coupon — or see Sweet's Light Construction File, Section 70

\* Reg. U. S. Pat. Off.



**air conditioning  
refrigeration  
industrial heating**

**CARRIER CORPORATION, 313 S. Geddes Street, Syracuse, New York**

Tell me how the Carrier Weathermaker can help me sell my houses!

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_





## the modern fashion in floors

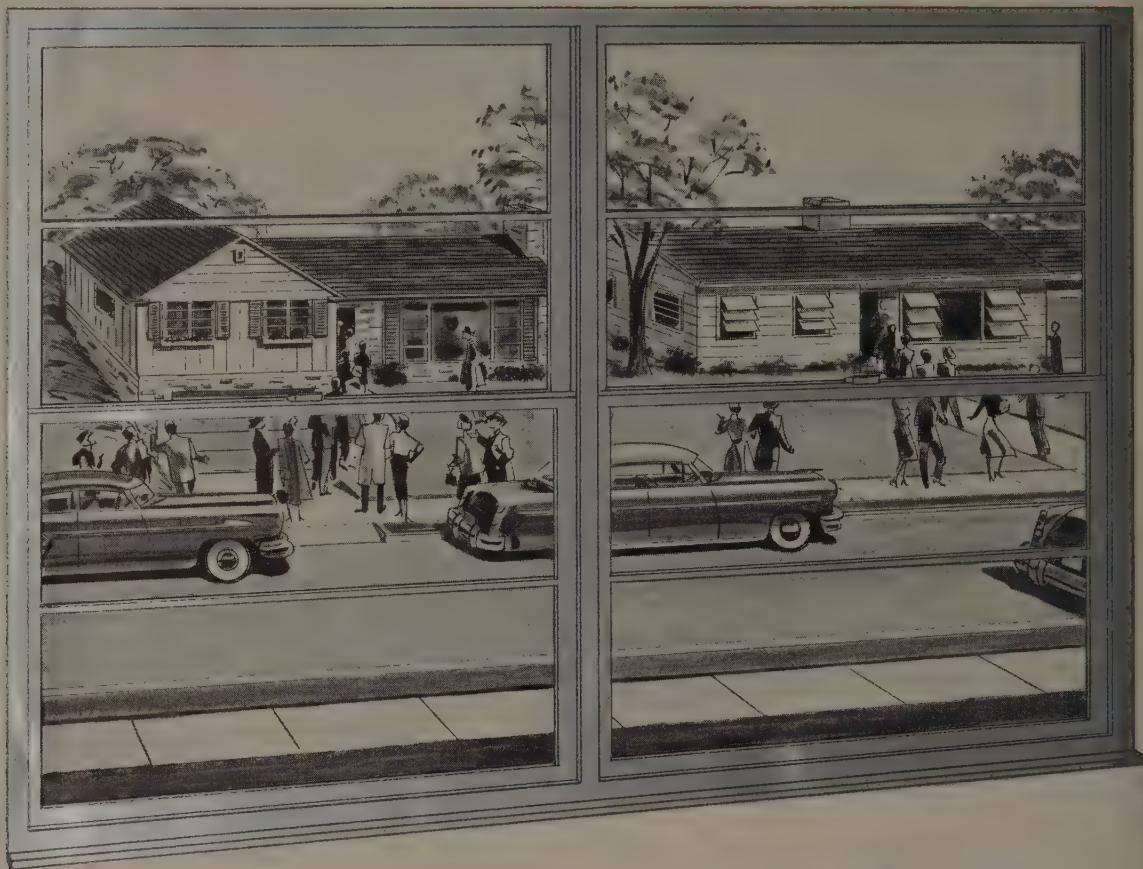
Modern interior design can make full use of the special qualities found only in linoleum floors. This interior, from one of Armstrong's current pages in national magazines, demonstrates the decorative unity that can be obtained with floors of Armstrong's Linoleum in today's popular open plan construction. Beyond the color and design freedom offered with Armstrong's Linoleum, this floor also provides the easy care and comfort people are looking for in the houses you build. Give your prospects their choice of Armstrong's Linoleum in all the rooms of your houses. You'll offer a real sales extra—and you'll get a favorable reaction.

Send for detailed sketch plan of these rooms with their floors of Armstrong's Royelle Linoleum. A list of furnishings is included. Write to Armstrong Cork Company, 106 Sixth St., Lancaster, Penna.

# ARMSTRONG'S LINOLEUM

for every room in your home

# HOUSES *SELL FASTER.*



## **EIGHT REASONS WHY YOU SHOULD USE ALUMINUM WINDOWS:**

- 1 PREFERRED BY MOST HOME BUYERS**  
Growing demand by the public provides a real sales advantage.
- 2 ADD VISIBLE SALES APPEAL**  
that can be seen from outside as well as inside.
- 3 FIT ALL STYLES and TYPES of CONSTRUCTION**  
Can be used in ranch, colonial, modern or traditional style houses, with frame, brick, brick veneer or block construction.
- 4 EASY TO HANDLE and INSTALL**  
Light in weight, they're easily installed by one man, saving extensive time and labor on the job.
- 5 NEVER NEED PAINTING**  
at time of installation or after. Cannot rust or rot.
- 6 EASY, TROUBLE-FREE OPERATION**  
Will not swell or warp. Always open and close easily.
- 7 NEUTRAL COLOR**  
harmonizes with any color decor, inside and outside.
- 8 ACCEPTED BY MORTGAGE OFFICERS**  
as a superior, money-saving building product that lowers maintenance costs and enhances resale values.



**INSIST ON THIS SEAL  
FOR YOUR PROTECTION**

**TESTED**

**For  
Quality  
Materials**



**TESTED**

**For  
Sound  
Construction**



**TESTED**

**For  
Strength  
of Sections**



**TESTED**

**For  
Low  
Air Infiltration**





when you feature . . . .

*Quality Approved*

# ALUMINUM WINDOWS

Wherever you go...north, south, east or west...you'll find a definite swing to aluminum windows.

Each year since 1947, more and more houses have been built with these attractive, easy-to-maintain, never-need-painting windows. Each year, more and more builders recognize the tremendous sales appeal they have for home buyers.

If you haven't discovered the selling power of modern aluminum windows, make this test. Build one model house with "old-fashioned" windows. Then, include "Quality-Approved" aluminum windows in a second model house.

You'll soon see which offers the greatest appeal for the home buyer. (One builder reports his first week-end's sales at 16 to 1 in favor of the aluminum windows.) Yes, today's buyer is looking for extra value, extra savings in his new house. He not only wants a house that is modern and up-to-date in every respect, but one that offers low-cost maintenance as well as comfortable living.

Include "Quality-Approved" aluminum windows in the next house you build and see for yourself how they help stimulate sales. You'll also appreciate their many other worthwhile advantages, such as: easier handling, easier installation, no painting problems or expense, no profit-eating service call-backs.

"Quality-Approved" aluminum windows are available for immediate delivery, through many manufacturers, in sizes and styles (double-hung, casement, projected, and awning types) that fit any building plans. All are tested against rigid performance standards. All are approved for quality of materials, for strength of sections, for sound construction, and for low air infiltration.

For additional information consult Sweet's Builders File (Section 3c/ALU) or any of the approved manufacturers listed below, or write us direct at Dept. HH-6.

## *Aluminum Window Manufacturers Association*

74 Trinity Place, New York 6, N. Y.

MEMBERS: Alcasco Products, Inc., Muskegon, Mich. • All Lite Metal Window Company, Bristol, Pa. • Aluminum Home Products Co., Knoxville, Tenn. • The Wm. Bayley Co., Springfield, Ohio • Ceco Steel Products Corp. Sterling Aluminum Window Division, Chicago, Ill. • Cupples Products Corp., St. Louis, Mo. • Fenran Industries, Inc., Seattle, Wash. • Michael Flynn Mfg. Co., Philadelphia, Pa. • General Bronze Corp., Garden City, N. Y. • Hunter Mfg. Corp., Bristol, Pa. • Metal Arts Mfg. Co., Inc., Atlanta, Ga. • Miami Window Corp., Miami, Fla. • Reynolds Metals Co. (Parts Division), Louisville, Ky. • J. S. Thorn Co., Philadelphia, Pa. • Timm Industries, Inc., Los Angeles, Calif. • Universal Window Co., Berkeley, Calif. • Ware Laboratories, Inc., Miami, Fla. • Windalume Corp., Kenil, N. J.

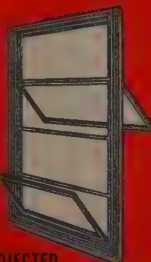
AWNING



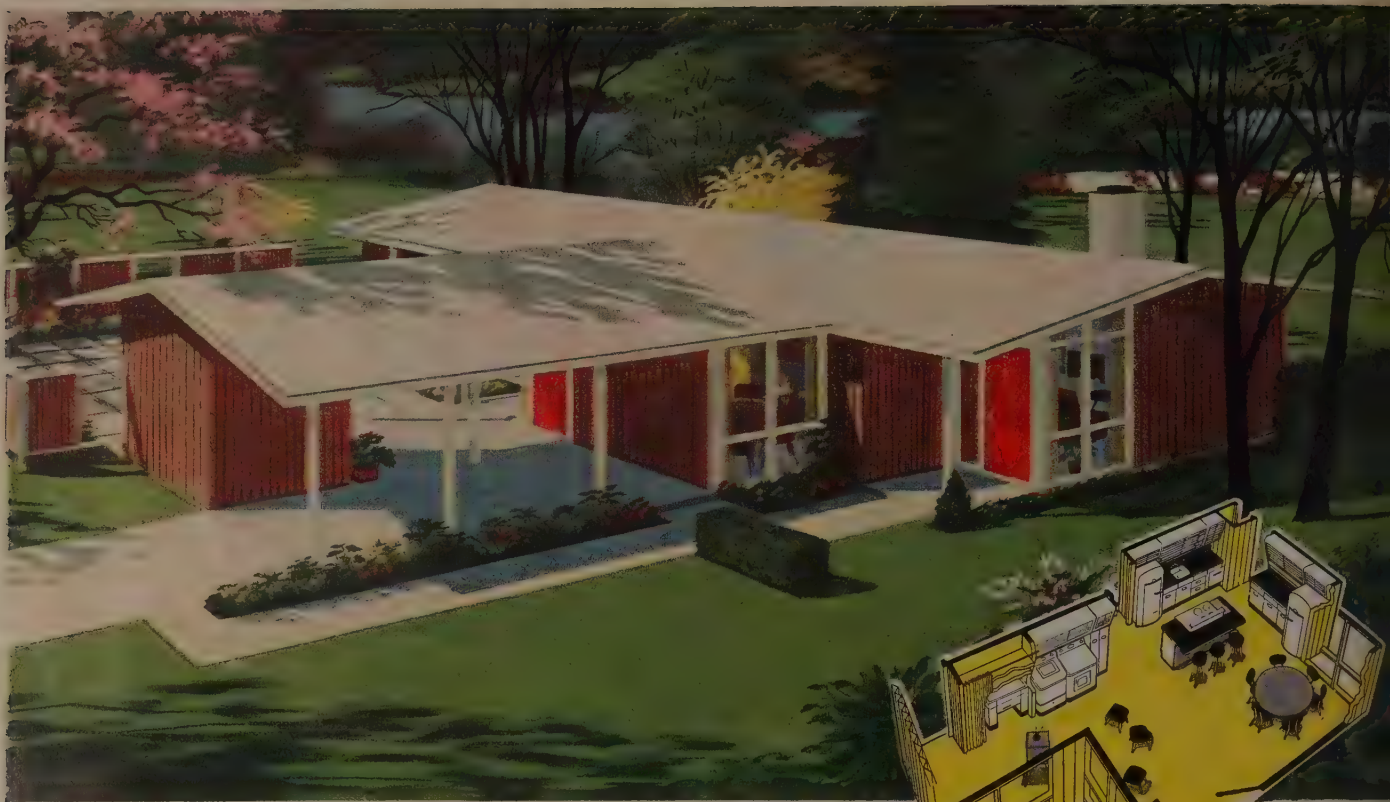
CASEMENT



DOUBLE-HUNG



PROJECTED



Right in tune with today's living is this beautiful, new home designed by Charles M. Goodman. It features 3 bedrooms, 1½ baths, and a garden court. High-light inside is a completely equipped Kelvinator "Holiday Kitchen", with every appliance a holiday-maker.

Design © 1954,  
Charles M. Goodman

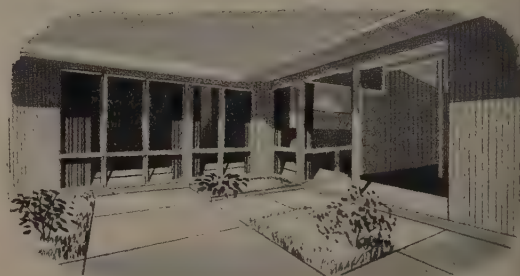
## KELVINATOR'S "HOLIDAY HOUSE" TOMORROW'S CONCEPT OF HOUSE DESIGN

*brings the kitchen back into the family circle!*

Evidence of Kelvinator's belief in continuing, intense consumer interest in new building is this beautiful, modern "Holiday House" offered as the top prize in Kelvinator's 2nd Annual "Homemaker's Holiday" Contest. This beautiful home, which will be built wherever the winner specifies, is already causing talk among women everywhere . . . and in the building trade. The Kelvinator-equipped kitchen is the focal point of the family activity room . . . so no longer is mother banished to drudgery in an isolated kitchen. This house design brings the kitchen back where it belongs—in the heart of the family circle.

Many features of the house will be interesting to professional builders. All rooms have beamed ceilings. Everything is designed to give an air of spaciousness. The kitchen, a masterpiece of efficiency, features Kelvinator labor-saving, space-saving appliances, Kelvinator cabinets and sink. There's a sound reason for this—Kelvinator exclusive-design cabinets and appliances are so attractive that any woman would be proud to entertain in a kitchen thus equipped. For complete information on Kelvinator products, write Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

Kelvinator "Holiday Kitchen" and family room is designed for savings in steps, time and work.



"Living outdoors" is made possible by picture windows facing flower terrace.

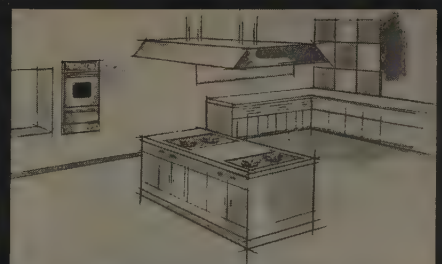
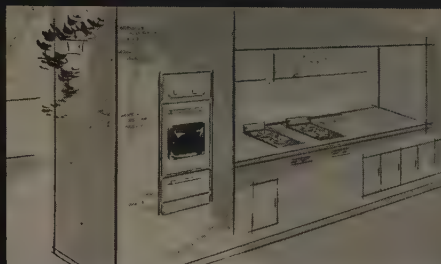


Plan is based on dimensions approximately 53 ft. x 48 ft. Beamed ceilings give spaciousness to each room.

GO **Kelvinator** AND BE YEARS AHEAD!

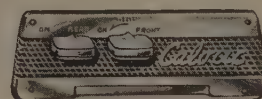
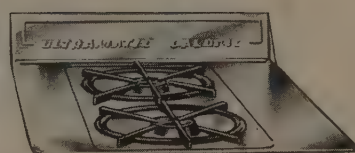
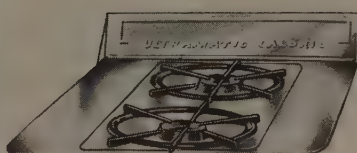
ELECTRIC REFRIGERATORS • RANGES • HOME FREEZERS • WATER HEATERS • KITCHEN CABINETS AND SINKS • WASHERS • DRYERS AND IRONERS • GARBAGE DISPOSERS • WATER COOLERS • ROOM AIR CONDITIONERS • DEHUMIDIFIERS • COMMERCIAL REFRIGERATION





# house—six kitchens

.....



Send this coupon to Dept. HH,  
Caloric Stove Corporation, Topton, Pa.,  
for complete information.

Please send me descriptive literature on Caloric built-in  
gas cooking equipment.

NAME

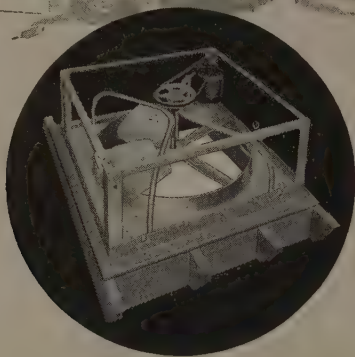
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ADDRESS

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# "Niteair" Fans

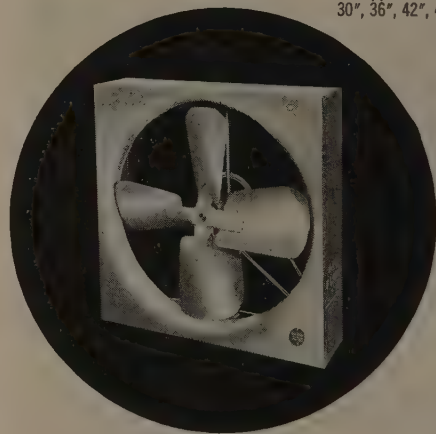


## LAU RANCHER

LAU "Niteair" Rancher Fan.  
Air delivery to meet every  
need. Sizes—24", 30", 36",  
42".

## LAU PANEL UNIT

LAU "Niteair" Panel Fan.  
Adaptable for any practical  
application. Sizes—24",  
30", 36", 42", 48".



**A QUALITY feature, at low cost.  
They add big value to every home!**

"Costs so little . . . but adds so much!" That's the story of LAU "Niteair" cooling. Changes hot, stagnant air into gentle, cooling, refreshing breezes with a flip of the switch.

Quick . . . easy . . . LOW-COST to install . . . LAU "Niteair" Fans change prospects into customers with lightning speed. Add REAL quality to your homes with LAU "Niteair" Fans . . . a tested, proven, economical way to build profits!



## Guaranteed 5 Years

Lau fan ratings are Certified by the PFMA and carry UL approval. Fans are guaranteed for 5 years and motors carry a one-year warranty.



Easy to "Install when you build."



Prospective buyers want this added quality feature.



Extremely low cost—they add big value.



Sales made easier—buyers are happier.



**THE BLOWER COMPANY, 2027 Home Avenue • Dayton 7, Ohio**

Write for Details and Catalog #715



# *Vina-Lux* floors give a warm welcome



To give guests in the home a favorable first impression, nothing is more important in the entrance foyer than the floor which keynotes the entire decorative scheme. Vina-Lux, with its broad range of beautiful colors, can be used effectively to dramatize this important room.

Vina-Lux colors blend perfectly with today's new fabrics and furnishings — and, besides being beautiful, are practical. Here's a floor that is harder to get dirty and easier to get clean. Its built-in surface sheen simply does not permit dirt or grime to wear in. Food

greases and oils will not soften it, and it keeps its lustrous texture without waxing.

You can specify Vina-Lux, America's leading vinyl-asbestos tile, with the assurance that it will give complete satisfaction to your clients. Send today for the Vina-Lux catalog with color chart, product data and full set of samples.

*Vina-Lux*®  
REINFORCED  VINYL TILE

AZROCK PRODUCTS DIVISION • UVALDE ROCK ASPHALT CO.  
FROST BANK BUILDING • SAN ANTONIO, TEXAS  
MAKERS OF VINA-LUX • AZROCK • DURACO • AZPHLEX

# Command-Aire TWINS SPUR

## TREND TO AIR CONDITIONING IN NORTHERN U.S.

### BUILDERS OF FASHIONABLE HOMES IN TWIN-CITY AREA CITE REASONS FOR CHOOSING YEAR 'ROUND AIR CONDITIONING BY BRYANT

Leading builders, F. R. Lein and Harold R. Rosendahl (Minneapolis) and Larson Building Co. (St. Paul) found in Bryant's "Command-Aire" Twins all the features they . . . and you . . . have looked for in residential air-conditioning equipment. Specifically, they wanted equipment that was (1) well engineered; (2) backed by a realistic warranty policy; (3) compactly designed to save space; (4) available in a broad range of heating and cooling capacities and (5) priced competitively. The way in which the "Command-Aire" Twins measure up to these specifications clearly explains their decision to install Bryant. We think it also suggests an opportunity for you.

- **Skillfully engineered** . . . The "Command-Aire" design features independently operating units to assure *adequate* capacity for both heating and cooling.
- **An adequate warranty** . . . for 5 years on the cooling side . . . eliminates service headaches for you.
- **Extremely compact design** . . . requiring as little as 7½ square feet of floor space. You save substantially on space costs.
- **Wide range of sizes** . . . furnace "Twin" . . . (gas or oil) in sizes up to 175,000 Btu/hr. Cooling "Twin" in 2, 3 and 5 ton capacities.
- **A new low price** . . . for the complete unit. Or, if desirable, you can install the furnace first and add the cooling unit later . . . at the buyer's convenience.

For full information write: Bryant Heater Division, Affiliated Gas Equipment, Inc., 17825 St. Clair Avenue, Cleveland 10, Ohio.



# bryant®

HEATING

AIR CONDITIONING

WATER HEATING



# Take a tip from the tracts...



**THE BOYS WHO BUILD**—and successfully sell—the big ones practice two basic business principles: They exercise rigid *cost control* . . . and they know how to *merchandise* their finished product.

THAT'S WHY, in many of the nation's largest tract developments, there's cedar as far as the eye can see.

*The Cost*—Cedar shingles sometimes cost a little more per square than substitutes. But they more than offset their *delivered price* by saving you on *applied cost*.

Being strong and rigid, cedar shingles can be applied over *spaced* roof sheathing in a bridging application. Imitation roofings require *solid* sheathing to lean on for support. Thus, the occasional *first* economy of substitutes is so often a *false* economy. You can save an average of \$200 per roof when you *space your sheathing*.

That \$200 pays the difference between genuine cedar and a makeshift material. Reason enough why those who know their costs specify red cedar shingles.

*The Sale*—Be it a tract or a single house, the sooner you put an owner *in* . . . the more profit you take *out*. When you're selling homes by the hundreds, effective merchandising makes a big difference in the break-even point. Again, look to the developers—and you'll see why they use cedar.

Cedar on the roof is like having an extra salesman on the ground. When buyers find that the natural beauty, stormproof ruggedness and maintenance-free dependability of *real* cedar is available to them without a price premium, quicker sales result.

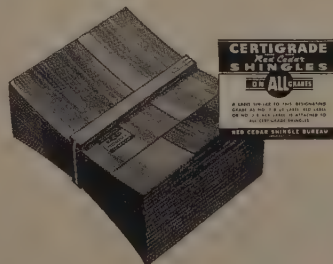
So take this tip from the tracts: Your homes won't cost any more, but *will* sell faster—when there's genuine cedar on the roof.

For your free copy of a handy roof estimating sheet, write:

## RED CEDAR SHINGLE BUREAU

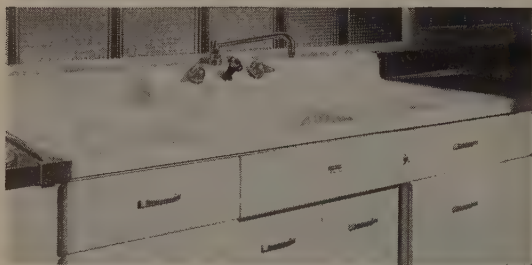
5510 WHITE BUILDING, SEATTLE 1, WASHINGTON

OR 425 HOWE STREET, VANCOUVER 1, B. C.



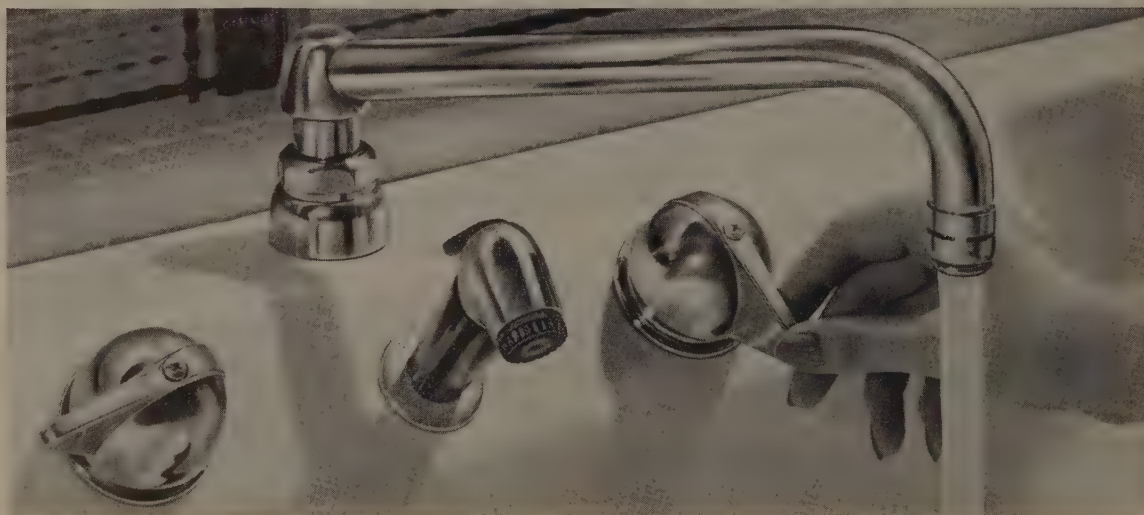
# CRANE Plumbing Gives You Added Sales Advantages

You naturally make your homes more salable when you build more visible value into them. And an easy way to do this without increasing the cost is to specify Crane equipment. In all price ranges, Crane's



The focal point of most any kitchen is the sink. And this Crane Sunnyday sink is as beautiful as it is practical. Comes in eight colors. One of many new Crane sinks covering a wide price range.

outstanding design, quality, and serviceability enjoy wide-spread consumer preference. In fact, when prospective customers see Crane fixtures, they know you have been careful in the selection of materials and have used other top-quality equipment throughout the house.



Here you see the handsome beveled "control panel" of a Crane Sunnyday sink. It reflects the built-in quality and distinctive styling of all Crane kitchen equipment. And, as you know, Crane offers one of the most complete selections of matched kitchen equipment in the business.

From handsome colored sinks to gleaming metal cabinets . . . from ranges to dishwashers . . . from ventilating fans to garbage disposers, Crane gives you matched kitchen equipment to solve any space or budget problem.

So you see, Crane equipment not only helps your houses sell themselves . . . it helps you solve your purchasing problems, too.

For detailed information, see your Crane Branch or Crane Wholesaler . . . today!

## CRANE CO.

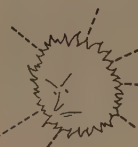
GENERAL OFFICES: 836 SOUTH MICHIGAN AVE., CHICAGO 5  
VALVES . . . FITTINGS . . . PIPE . . . PLUMBING AND HEATING



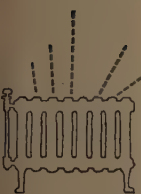


# NEW! Gold Bond TWININSULATION GIVES IDEAL VAPOR BARRIER!

Resilient Spun Rock Wool sealed to both sides of cover; makes a stiffer, faster-handling blanket!



Aluminum-coated Flame-resistant Breather-Cover reflects heat.



Aluminum foil—blocks moisture vapor and radiated heat.

TWINSULATION is an entirely new concept in blanket insulation. It offers your prospects far more value in the homes you build because it does a better job of keeping winter furnace heat *in*, and provides extra insulation against radiated summer heat. The Spun Rock Wool Blankets have two heat-reflective surfaces. The special aluminum foil is an ideal vapor barrier on the *flanged side*. "Breather strips," however, underneath the *opposite* (aluminum-coated) *side* provide the necessary vapor permeability. Rock Wool fibres are incombustible. The entire blanket casing is resistant to flame spread. These advantages give your homes more fire protection, in addition to unusual insulation qualities. Rock Wool adheres to *both* sides of the casing. This prevents settling and permits easier handling because the blanket is stiffer and so sturdy that a 4-foot length can stand up alone! Triple-thick flanges for nailing or stapling reduce application time tremendously.

Find out for yourself how exclusive Gold Bond Twinsulation can help you sell homes. See your Gold Bond Insulation supplier, or write direct to National Gypsum Company, Buffalo 2, New York.



Gypsum Board Products



Plaster and Lime



Insulation Plank and Tile



Rock Wool



Paint Products



Acoustical Tile



Asbestos-Cement Products

Get the undivided responsibility of National Gypsum use **Gold Bond** inside and out

# *Announcing New* **Gold Bond** **TWINSULATION** SPUN ROCK WOOL

**NEW**  
**FOIL VAPOR**  
**BARRIER**  
*[on this side]*

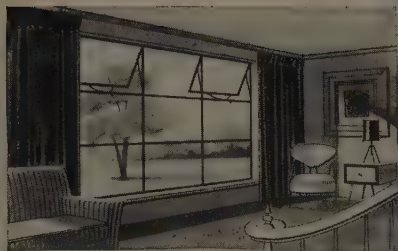
**NEW**  
**FLAME RESISTANT**  
**BREATHER COVER**  
*[on other side]...*

**READ** HOW IT  
HELPS YOU BUILD  
...AND SELL!





"A salute to those who made it possible" \*



One of a group of 90 homes in Baltimore, Md., by Contractor Builder: Admiral Construction Corp.

"... after deciding to give your WindoWall a try,  
we were pleased far beyond our expectations!"

—says Jerome S. Cardin, Vice President of  
Admiral Construction Corp., Baltimore, Md.

Mr. Cardin writes, "Some months ago when you spoke to us about the many advantages which we would gain by using the new Fenestra\* WindoWall we were, frankly, rather hesitant in changing our window layout as we had been using your standard Residence Casements to our great satisfaction. Especially since the particular 90-house project was in the \$10,000.00 class, we felt that the added initial cost of the WindoWall was not necessary.

"However, after deciding to give your WindoWall a try, we were pleased far beyond our expectations. The benefits derived have added substantially to our project's eye and sales appeal. This has more than offset the slightly higher original cost.

"Once again, our sincere thanks for offering such quality products. To us the Fenestra name is synonymous with quality and satisfaction."

This letter typifies the reactions of builders all over the country who are using the Fenestra WindoWall in homes of every price bracket.

For full information on Fenestra Ready-Trimmed Casements, WindoWall, Residential Projected (awning type) Windows, Residential Type Doors, Sliding Closet Doors and other Fenestra Building Products (and Fenestra Super Hot-Dip Galvanizing), call your local Fenestra Representative.

Or write to Detroit Steel Products Company, Dept. HH-6, 3401 Griffin Street, Detroit 11, Michigan. \*®

\* Your need for a really modern "picture window" with fresh air ventilation encouraged us to develop this wonderful Fenestra Steel WindoWall.

*Fenestra*

**RESIDENTIAL  
STEEL WINDOWS  
AND DOORS**

WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH

insulate . . . control moisture in  
one application, at one low cost





# Tests like these insure the quality of Kentile asphalt tile

A.I.A. 23-G

**24 hours a day**, Kentile, Inc. laboratories work to guard the quality that makes Kentile asphalt tile preferred. Some of the extensive, continuing series of tests...and the scientific instruments used...are shown here. And, it is because of these tests that every tile has precision-straight edges and true right-angle corners for quicker, more economical installation...every tile is tough, durable and easy to clean. Further, Kentile's manufacturing technique and tested ingredients assure lasting brilliance of color...uniformity of marbleization. But, get fuller details on Kentile's money-saving advantages for Floors and Walls. Consult the Kentile Flooring Contractor listed under FLOORS in the Classified Telephone Directory.

## Specifications and Technical Data

**INSTALLATION:** Over any smooth, firm interior surface free from spring, oil, grease and foreign matter...over metal, wood, plywood, concrete, radiant heated concrete slab, concrete in contact with the earth; on or below grade.

**THICKNESSES:** Kentile is available in two gauges: 1/8" for residential and most commercial uses—3/16" for industrial use and where extra-heavy duty flooring is needed.

**SIZES:** Standard tile size is 9" x 9".

**SPECIAL KENTILE:** Greaseproof asphalt tile for industrial use in a wide range of marbleized colors—extremely resistant to petroleum and cooking greases and oils, alcohols, alkalis and most acid solutions.

## Approximate Installed Prices Per Square Foot

	1/8" Gauge	3/16" Gauge
KENTILE: A Colors	20¢	25¢
KENTILE: B Colors	25¢	30¢
KENTILE: C Colors	30¢	40¢
KENTILE: D Colors	35¢	40¢
SPECIAL KENTILE	40¢	50¢

These costs are based on a minimum area of 1,000 sq. ft. over concrete underfloor. Color groupings range from Group "A," the darkest solid colors...to Group "D," the lightest marbleized colors. Special Kentile is available in Regular and DeLuxe Colors.

Samples and Technical Literature available to architects, builders and designers. Simply write the nearest Kentile, Inc. office listed below, stating samples and information desired. And, be sure to request samples of Theme-Tile die-cut inserts, colorful Feature Strip and KenBase, a cove wall base.



*Kentile is the floor your clients know and want...*

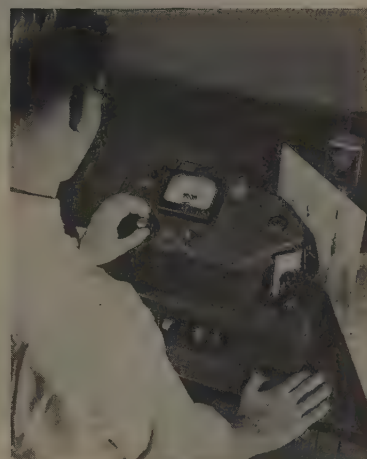
**BACKED BY MORE FULL-COLOR ADVERTISING THAN ANY OTHER ASPHALT TILE FLOOR**

KENTILE \* SPECIAL KENTILE \* KENCORK \* KENRUBBER \* KENFLEX \* KENFLOR

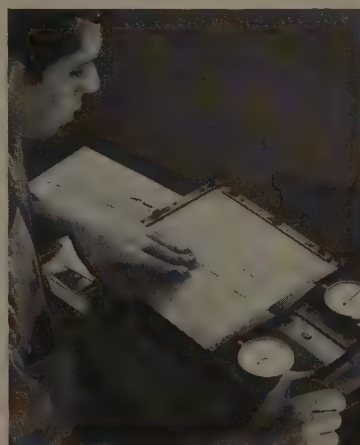
**KENTILE, INC.**, 58 Second Avenue, Brooklyn 15, New York • 350 Fifth Avenue, New York 1, New York • 705 Architects Building, 17th and Sansom Streets, Philadelphia 3, Pennsylvania • 1211 NBC Building, Cleveland 14, Ohio • 900 Peachtree Street N.E., Atlanta 5, Georgia • 2020 Walnut Street, Kansas City 8, Missouri • 4532 So. Kolin Avenue, Chicago 32, Illinois • 4501 Santa Fe Avenue, Los Angeles 58, California



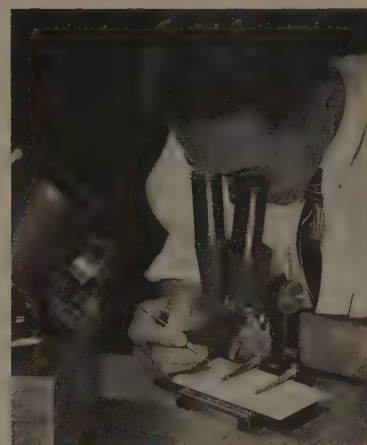
The ability of Kentile's top-grade raw materials to flow properly during calendaring is measured by a *Mooney Viscometer*.



This *electronic Color-Eye* records the shade of each Kentile color to help preserve uniformity of tone from one run to the next.



Trained technicians using *special gauges* check the length and width of Kentile to tolerances less than a thousandth of an inch.



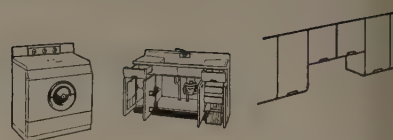
Surface smoothness is checked by chemists who select tiles from every run and carefully examine them under *binocular microscopes*.

# KENTILE

The Asphalt Tile of Enduring Beauty



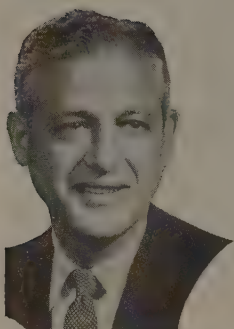
\*Reg. U. S. Pat. Off.



**“We installed these Crosley and Bendix appliances ...  
priced our homes at \$10,850 ...**



**and sold 56 homes the first week!”**



*Meet Ira A. Hotchkiss, President of the Hotchkiss Construction Company, Detroit, Michigan. His company is building more than 300 units this year.*

**“We enjoyed a very enthusiastic and successful response from the buying public,”** writes Mr. Hotchkiss. “Our customers were thrilled with the kitchen and its appliances, and at the present rate of sales, we expect to sell out our development within three weeks. We will certainly equip our next development with these Crosley and Bendix appliances.”

Many years of building experience have taught Mr. Hotchkiss what people want in their kitchens. That's why he installed Crosley Kitchens; he knew the advanced styling and superior construction meant greater efficiency in the kitchen, greater eye appeal. His wise judgment in selecting Crosley appliances certainly paid off—56 homes sold the first week!

**An especially popular feature** with Hotchkiss home buyers was the exclusive Bendix Duomatic Washer-Dryer installed in each home. Because there were no basements in his homes, Mr. Hotchkiss installed a Duomatic in the kitchen—let the kitchen double as a laundry room! The Crosley *Super Shelvador*® and Crosley Electric Range offered as optional equipment.

**Do as Mr. Hotchkiss does**—choose your salesmakers from the Crosley and Bendix Single Source of supply!

A Crosley and Bendix Kitchen-Laundry in one of the Hotchkiss Construction Company homes.

**You select from a wide price and product range, and you get the best possible buy.** Complete Crosley and Bendix Kitchen-Laundries include Crosley *Super Shelvador*® Refrigerators, Electric Ranges, Kitchen Cabinets, Cabinet Sinks, Food Waste Disposers, Automatic Dishwasher-Dryers, *Shelvador*® Freezers and Bendix Automatic Washers and Dryers including the Duomatic Washer-Dryer.



**Get the new Crosley and Bendix Single Source Story!** Contact your Crosley and Bendix Distributor today or write to: Builder Department, Dept. HH-64, Appliance and Electronics Division, AVCO Manufacturing Corp., 1329 Arlington Street, Cincinnati 25, Ohio.

APPLIANCE AND ELECTRONICS DIVISION

**CROSLEY**  **BENDIX**  
APPLIANCES • TELEVISION • RADIOS  
AUTOMATIC HOME LAUNDRY



a demonstration will show how you can . . .

# cut costs, speed many jobs with this **2-yd. Tractor Shovel**

The Tractor Shovel's value in mechanizing many phases of construction has been proved again and again by the versatile Allis-Chalmers 1-yd. HD-5G. The HD-9G, with its larger 2-yd. bucket, offers the same wide range of use with *double* the working capacity.



**EXCAVATES BASEMENTS.** Efficiently digs, loads materials of all kinds. Shift pattern lets operator go from any forward to any reverse speed with one movement of shift lever . . . for faster loading cycles.

HD-9G — 72 drawbar hp.  
29,900 lb.  
with standard 2-yd.  
hydraulic bucket.

Ask your Allis-Chalmers dealer to show how your construction jobs can be mechanized by the HD-9G, or one of the other 1- to 4-yd. Tractor Shovels — or write direct for more information.

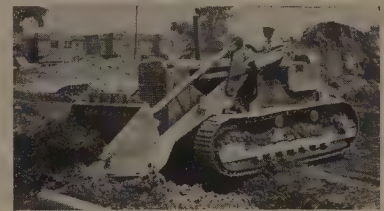
**ALLIS-CHALMERS**  
TRACTOR DIVISION • MILWAUKEE 1, U. S. A.



**PREPARES RAW LAND** with standard 2-yd. bucket, bulldozer blade or rock fork. Removes rocks, clears trees and brush, fills gullies, levels and rough grades. Angledozer blade also available. Rear-mounted scarifier increases efficiency in tough digging.



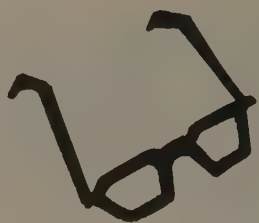
**REDEVELOPS LAND** — The HD-9G Tractor Shovel effectively clears and loads rubble from razed slum areas — makes land available for new building projects, parking areas, playgrounds.



**BACKFILLS, LEVELS, LANDSCAPES.** Fills in plumbers' trenches, around sewer, gas and water pipe — transports excess dirt between houses, fills in around foundations, finish grades, builds driveways.



**MOVES, LOADS, SPOTS MATERIALS** with bucket. Also lifts, loads, skids lumber and pipe — elevates bricks, shingles to roof height. Bucket has 11 ft. 4 in. dumping height. Crane hook also available for special lifting jobs.



## What can't you see about these doors?

Under the beautifully matched face panels of these Curtis entrance doors . . . under the smart modern styling . . . is the most important feature of all.

It's the fully patented, locked-in, all-wood New Londoner core, so precisely made that it is held to a tolerance of 1.5/1000 inch. That's why these doors will never get out of shape—never sag—and stay *flat* throughout a "house-time."

Lasting beauty and lasting satisfaction are the reasons why more than 4,000,000 Curtis New Londoner hollow-core flush doors are helping to preserve values in homes throughout America. Made in birch, maple, oak and other woods.

The Curtis New Londoner doors and Curtis entrances shown here are available as complete units—door and frame—ready to install. Sold through leading lumber dealers everywhere.



Completely sealed against moisture, Curtis New Londoner doors are built to stay flat in any climate. Curtis also makes American solid-core flush doors to provide highest quality wherever this type of door is desired. These doors are available in wide widths for schools, hospitals and public buildings.



## CURTIS NEW LONDONER HOLLOW-CORE FLUSH DOORS

For complete  
information, see  
"Curtis New  
Londoner" section in  
Sweet's Architectural  
Catalog—or mail  
the coupon.

Curtis Companies Service Bureau  
200 Curtis Building  
Clinton, Iowa

HH-6-54

I want to know more about Curtis New Londoner and  
Curtis American flush doors. Please send literature.

Name.....

Address.....

City.....State.....



ONLY **Marlite**<sup>®</sup> OFFERS ALL THREE!

# PLANKS BLOCKS PANELS

*Marlite — your complete answer for*



## ◀ Marlite Planks

(TONGUE & GROOVE)

16" wide x 8' long.  
10 "companion colors"  
4 wood patterns  
Soft lustre finish

## ▶ Marlite Blocks

(TONGUE & GROOVE)

16" square  
10 "companion colors"  
4 wood patterns  
Soft lustre finish



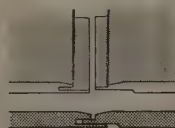
## ◀ Marlite Panels

In sizes up to 4' x 8'.  
Plain-Color, Horizontal  
and Tile in  
Hi-Gloss finish. Also  
available in 8  
Woodpanel and 5  
Marble Panel finishes.



Made with Genuine Masonite Tempered Duolux.

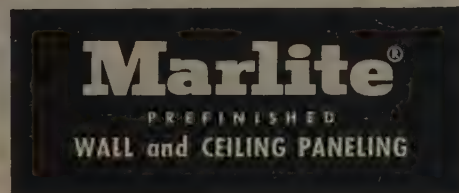
- Any room in any building
- Any decorating scheme
- Building • Remodeling



*Exclusive tongue and  
groove makes  
installation easy*

New Marlite Plank and Block—easy to handle, easy to install, sure to please your clients. Smart "Companion Colors" styled for every room. Plan on new Marlite Plank and Block for new beauty, new economy, faster installation!

For details, see your building materials dealer refer to Sweet's Files, or write Marsh Wall Products, Inc., Dept. 622 Dover, Ohio. Subsidiary of Masonite Corporation.



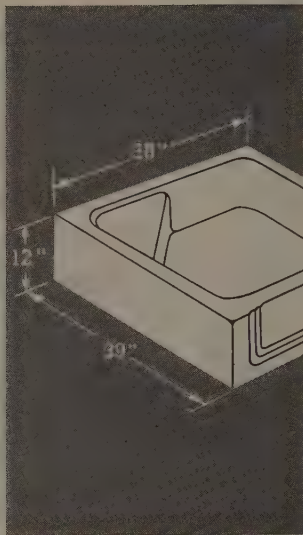
# PRODUCT NEWS from AMERICAN-Standard

*A review of products in the news and important features worth remembering*



## NEW AMERICAN-STANDARD POST-FORMED COUNTER TOPS

New American-Standard counter tops are a practical and glamorous feature for the modern kitchen. From integral backsplash to no-drip water bead edge these counter tops form a continuous, unbroken surface that has no joints or crevices. They're made of Micarta, the plastic material which retains its beauty even after years of daily use, bonded to a sturdy plywood core. The non-directional scatterline design of the tops eliminates any pattern conflict in turning corners or in adding new tops at a later date. Available in Gray, Dark Green, Lime, Yellow, Red. Special new union strips, joint moulding strips and end caps are available as top quality finishing accessories.



## RESTAL RECEPTOR BATH

Here is complete bathing convenience in shower stall space. The 12" high Restal fits a finished compartment approximately 36" x 38". It's an ideal way to add a second bath to the homes you build, and in modernizing, a closet or similar space often can be turned into an extra bathroom with this compact yet roomy fixture. Its low sides, flat bottom and built-in corner seat make the Restal convenient to use. It's made of rigid cast iron smoothly finished with a thick coating of acid-resisting or regular enamel. Long-lasting, easy-to-clean, handsome. And its cost is comparable to that of a properly installed shower stall!

For further information on American-Standard products see Sweet's Light Construction File.

American-Standard  
Dept. HH-64, Pittsburgh 30, Pa.  
Without obligation on my part, please send me literature on:

- ☐ New Kitchen Counter Tops  
☐ Restal Receptor Bath

Name.....

Firm.....

Address.....

City..... State.....



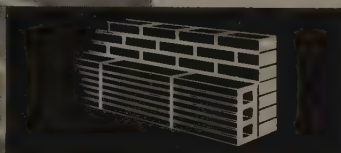
American Radiator & Standard Sanitary Corporation, Dept. HH-64, Pittsburgh 30, Pa.

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANE BOILERS • ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS



## good brick and tile construction is easy...

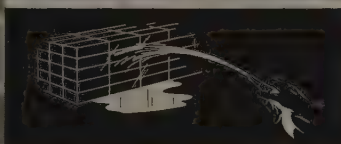
Just follow this 6 point check list. Applied to any well-designed clay masonry wall, these simple steps guarantee you all the proved sales advantages of brick and tile—customer preference, all-weather protection, permanence, fire-safety, maintenance savings, flexibility of color, texture, design.



- 1 use quality materials**... Use brick and tile which conform to the requirements of the proper American Society for Testing Materials Standard Specifications.



- 2 select the right mortar**... Use the proper type of mortar for the job, mixed with as much water as possible, and do not over-sand.



- 3 wet units**... High absorption brick and tile should be wet before laying to reduce suction and improve bond between mortar and units.



- 4 fill mortar joints**... Strong and watertight masonry requires the complete filling of all mortar joints particularly head joints.



- 5 provide flashing**... All vulnerable spots should be properly flashed with provisions made to drain moisture collected by the flashing to the outside.



- 6 protect masonry during construction**... Unfinished walls should be covered to keep out rain or to prevent freezing before the mortar has hardened.



### STRUCTURAL CLAY PRODUCTS INSTITUTE

1520 18th Street, N. W., Washington 6, D. C.



Send 75c for these Two Valuable References on Brick and Tile Construction.

A 16-page, 2-color brochure and a 102-page fact-filled pocket guide. Mail coupon now.

Structural Clay Products Institute, Dept. HH-6  
1520 18th Street, N. W.  
Washington 6, D. C.

Please send me The Essentials of Good Brick and Tile Construction, and the Pocket Guide for Brick and Tile Construction. I enclose 75c (no stamps, please).

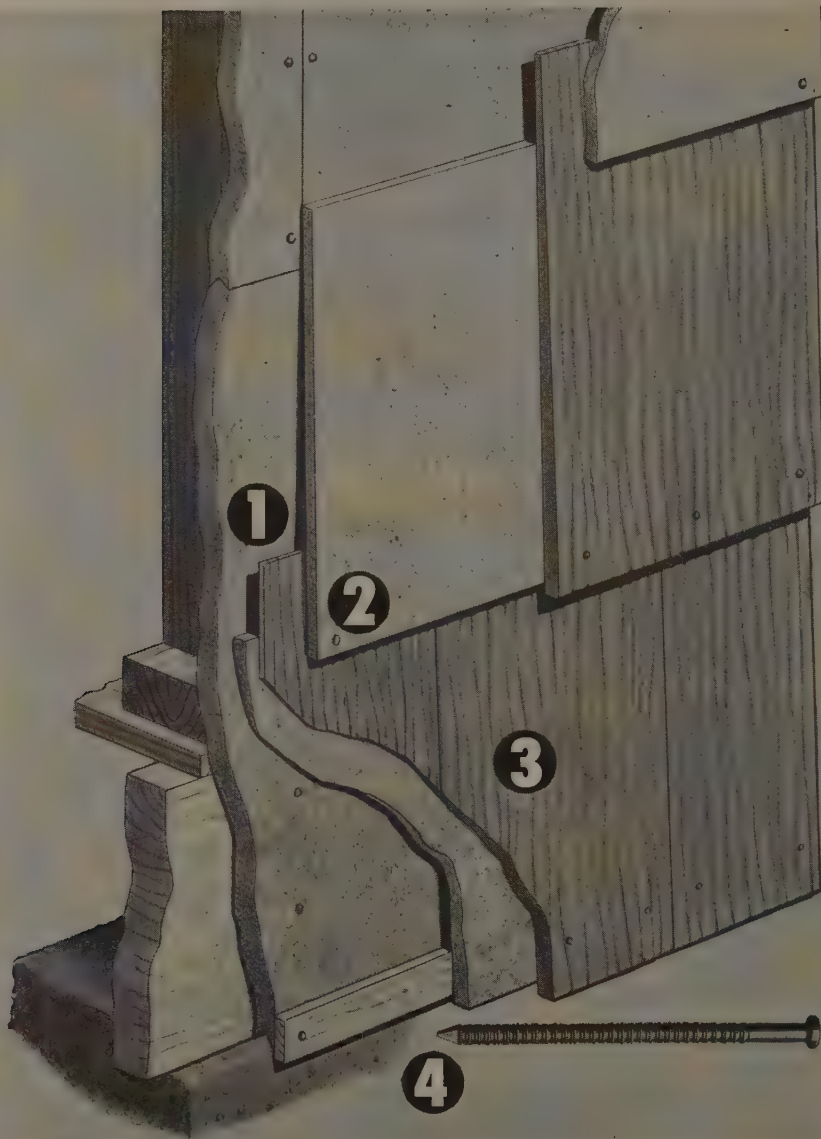
Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**We save \$126**  
*on homes like this with Insulite's*



**New, tighter wall resists 250 M. P. H. winds.** Tests at the University of Minnesota proved Shingle-Backer System's tremendous holding power. Test wall was exposed to 250 M.P.H. air blasts. Not a shingle came loose! Developed by Insulite, this new Shingle-Backer System gives you a stronger exterior sidewall with extra insulation value. 1. Bilrite Sheathing. 2. Shingle-Backer. 3. Outer-course Shingles. 4. Grooved nail.



**He's 70  
home  
orders  
ahead.**

Two hundred homes built and occupied, land for 500 more, \$1,000,000 in sales in the first four months of 1954 and 70 orders ahead. That's the story of Mr. Bacchus' Sunrise Park. Reason: good design, use of new materials and building methods and sound cost accounting reduce costs—and thus selling price—while increasing the value of his homes. See how Insulite can help you offer more house for less money. Write today for "5 Ways to Build Better for Less" prepared by the Insulite engineers. Write Insulite, Minneapolis 2, Minnesota.

***You too can build better and***



# Announcing

## ARMSTRONG'S TEMLOK ROOF DECK

**NOW**—in one economical material

a roof deck, insulation, interior finish,  
and vapor barrier



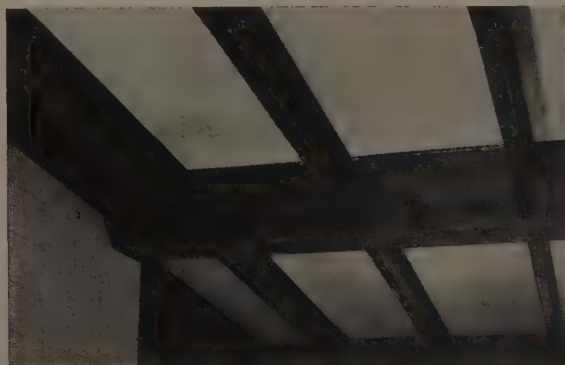
Apply Temlok Roof Deck across rafters with tongue edges exposed. When the next piece is put in place, it should be tapped snug with a wood block. Alternate courses of roof deck should be staggered.



Use large-head, galvanized nails, long enough to penetrate the roof rafters to a depth of at least 1½". Joint filler should be applied to groove before installing next piece of roof deck.



Roof can be applied quickly to enclose the house. On flat, pitched, or mono-sloped roofs, Temlok Roof Deck can be covered with built-up or any conventional type of rigid roofing.



Interior surface and bevels are prefinished with two coats of light ivory paint to provide an attractive interior ceiling finish. Painted bevels on Temlok Roof Deck minimize joints.

**TEMLOK® ROOF DECK** is a wood fiber product combining a sturdy roof deck, efficient insulation, an attractive interior ceiling finish, and a tight vapor barrier into one building material. It eliminates the cost of applying roof boards, insulation, lath, plaster, and interior finish.

**FAST, ECONOMICAL CONSTRUCTION** You save time, labor, and materials by handling and installing one material instead of several. Big 2' x 8' boards, with a modified tongue-and-groove joint, speed application. Roof can be applied quickly to enclose the house.

**STRONG AND DURABLE** Temlok Roof Deck is made of multiple layers of special asphalt-impregnated Temlok, a tough wood fiber material. Temlok Roof Deck easily supports any normal roof traffic.

**VAPOR RESISTANT** A special vapor-resistant adhesive provides a series of vapor barriers that protect this roof deck against condensation. Temlok Roof Deck can be used anywhere in the United States.

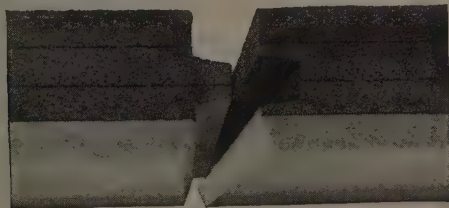
**PREPAINTED INTERIOR FINISH** The interior surface of Temlok Roof Deck is prefinished with two coats of light ivory paint. Long edges are beveled and bevels painted to make joint lines more attractive.

**HIGH INSULATION VALUE** High insulating properties slow down heat flow, promote a cooler interior in summer, lower fuel bills in winter. Over-all heat transmission coefficients ("U" factor): 1½" roof deck 0.18; 2" roof deck 0.15; 3" roof deck 0.10.

**APPLY BUILT-UP ROOFING** Temlok Roof Deck can be applied to flat or mono-sloped roofs and covered with built-up roofing.

• • •

For full information, see your Armstrong lumber dealer or write Armstrong Cork Company, 3706 Sixth Street, Lancaster, Penna.

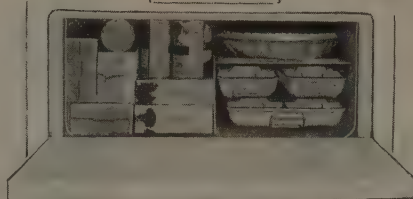


## ARMSTRONG'S TEMLOK ROOF DECK

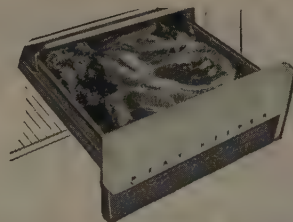
**BUILDERS:** *The sum total of these Features is Money in your Jeans!*

# Westinghouse FROST-FREE\*

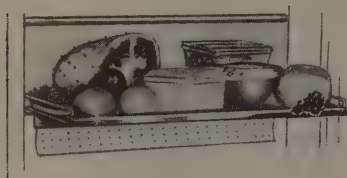
No Defrosting  
Any Place, Any Time  
100% AUTOMATIC DEFROSTING



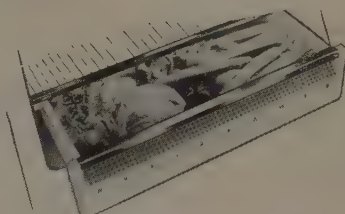
BIG 42-LB. FREEZER



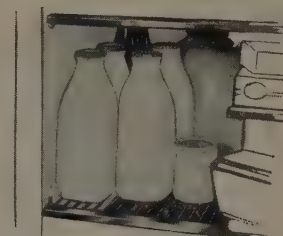
18-LB. MEAT KEEPER



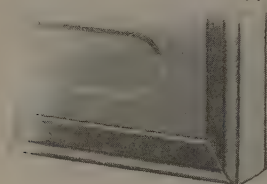
ROLL-OUT TRAY SHELF



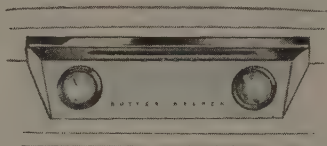
$\frac{2}{3}$  BUSHEL VEGETABLE HUMIDRAWER



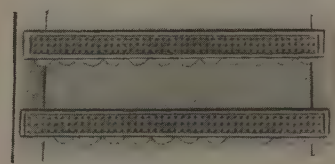
BONUS BOTTLE STORAGE



LIFETIME VINYL DOOR SEAL



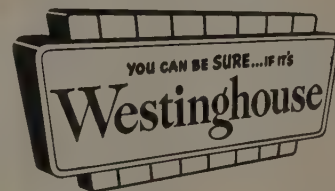
HANDY BUTTER KEEPER



EGG SHELVES-IN-THE-DOOR



MODEL DFG-87  
8.7 cu. ft. capacity



FAMOUS BRAND NAME

**Pays off  
in faster house sales!**

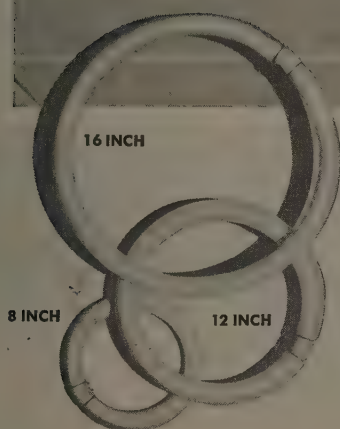
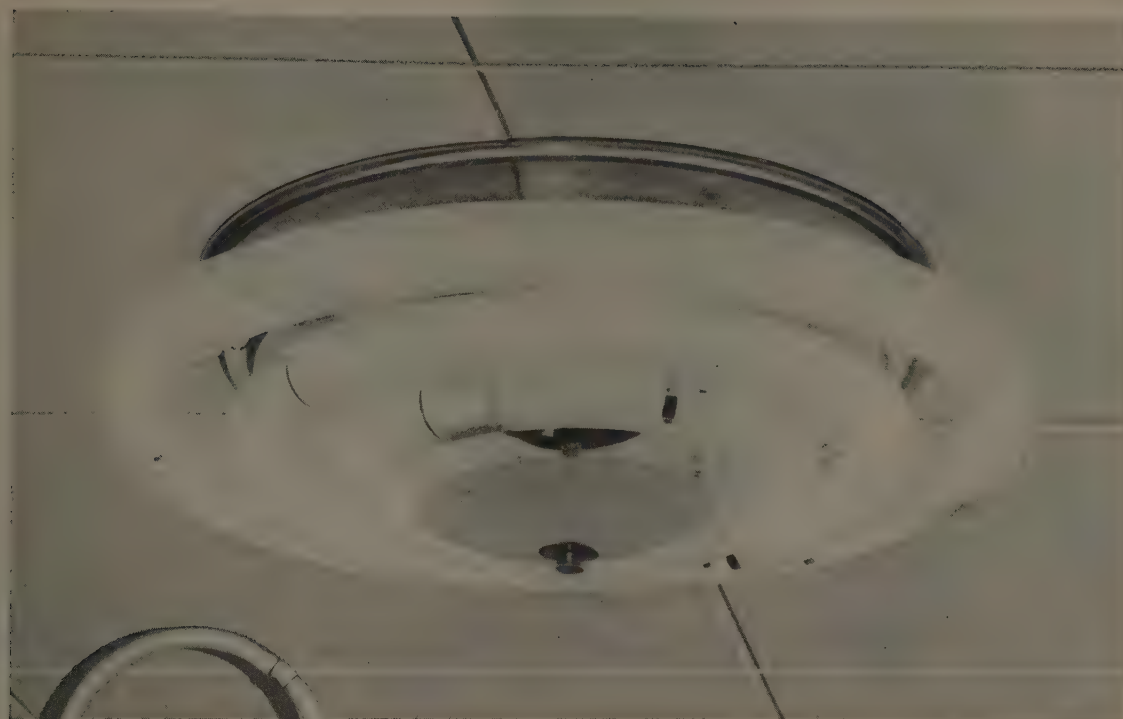
**Westinghouse**  
**FOOD FILE**  
REFRIGERATOR-FREEZER

Ask your Westinghouse  
Distributor for  
complete specifications.

\*TRADE MARK U.S. PAT. ISSUED  
NOV. 2, 1959, 173 AND 2, 324, 300

**YOU CAN BE SURE...IF IT'S Westinghouse**





## G-E Circline lamps answer your prospects' demands for fluorescent kitchen lighting

**GENERAL ELECTRIC** Circline Fluorescent lamps give your kitchens three big sales advantages.

- 1** They satisfy current buyer demand for extra value in homes by supplying wonderfully diffused fluorescent light that makes the kitchen a cheerier place in which to work.
- 2** G-E Circline Fluorescent lamps make small rooms seem larger, are pleasant to look at in square or rectangular ceilings. And their soft, fluorescent light flatters colors, shows off every kitchen feature to best advantage.
- 3** They let you tell prospective buyers that the kitchen is designed to save work and money. Women will be delighted when you demonstrate how General Electric Circlines make seeing easier, give light that's scientifically

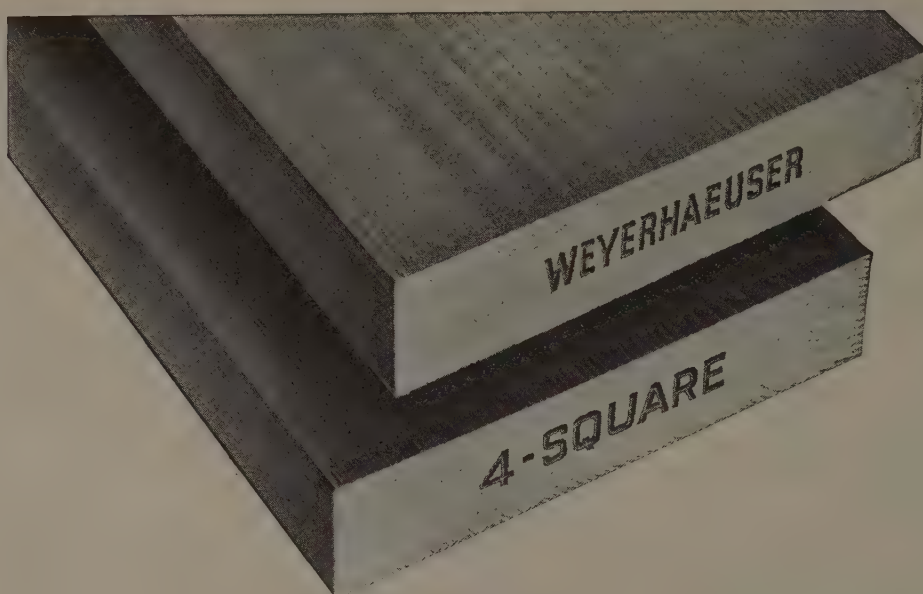
correct to reduce shadows and speed kitchen chores. Men will be glad to hear that Circlines have extra long life, won't need replacing for years.

### ADD SALES APPEAL TO OTHER ROOMS, TOO

General Electric designed these slender, glowing rings so you can use cool, fluorescent light in places you never could before. Circlines' round, compact shape lets you use them all through the house. In dining alcove area, recreation room, hallway, or bedroom, General Electric Circlines add that dramatic, extra style that makes your houses sell faster . . . and for more.

Now in three sizes: 16-inch, 12-inch and 8-inch. Fixtures using G-E Circline lamps singly or in combinations are available through leading electrical distributors.

**GENERAL**  **ELECTRIC**



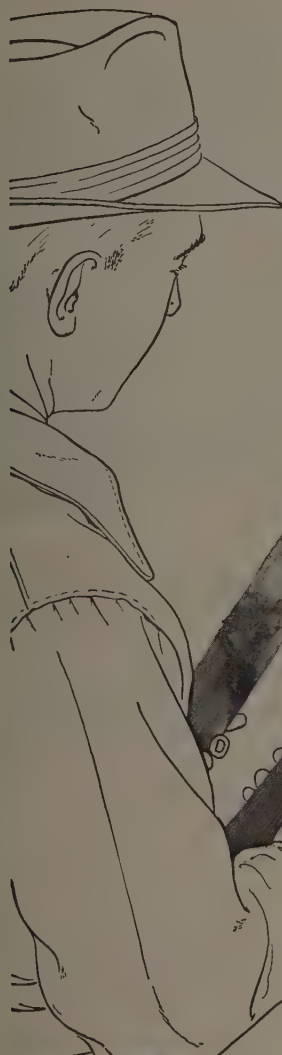
**THIS BRAND NAME ON LUMBER ALSO BRINGS YOU...**



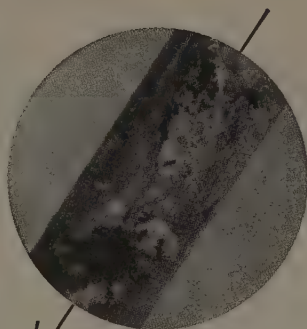


WHEN YOU SPECIFY **COOLING TOWERS**

..... SPECIFY **\*20-Year Guarantee!**

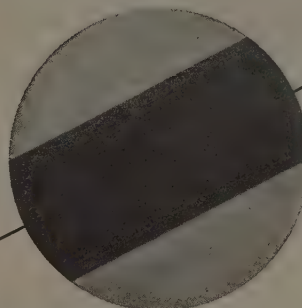


FUNGUS-  
RIDDEN  
ROTTED  
DECKING



Unretouched  
photographs

CLEAN  
PRESSURE-  
CREOSOTED  
DECKING



**\*ONLY HALSTEAD & MITCHELL  
PROTECTS AGAINST  
ROTTING by FUNGUS ATTACK**

**KOPPERS PRESSURE-CREOSOTED WETTED DECKS...**

proven by years of service in Halstead & Mitchell commercial and residential Cooling Towers . . . add years and years of vital service life. Creosote is the most permanent and positive preservative for wood . . . contains 162 elements toxic to fungus growth and parasites which immediately attack the constantly wetted wood decks in a cooling tower. Pressure-Creosoting gives the deepest possible penetration . . . the longest possible life.

Because all wood in our Cooling Towers is Pressure-Creosoted, only Halstead & Mitchell can offer the 20-Year Guarantee on the wetted deck surface against rotting due to fungus attack!

**2 thru 100 Tons**

*Built like a Battleship*

Sheet-Steel Cabinets,  
5-times protected  
Stainless Steel Fans and Shafts  
Weather Shielding  
Everdur Bolts for ease of  
disassembly at any time.



Write for Catalogs

**HM**  
*Halstead & Mitchell*

OFFICES: Bessemer Building, Pittsburgh 22, Pa.

HEATING...COOLING...WITH A  
SINGLE UNIT NO LARGER THAN  
MANY FURNACES ALONE



## There's real sales magic in a FRIGIDAIRE "ONE TEMPERATURE HOME"

Here is the sales magic that can put you way ahead of competition—the Year Round Frigidaire Conditioner. Now, in addition to carefree automatic heating with gas or oil, you can offer the marvelous appeal of cooling by refrigeration in summer—with a combination unit so compact it fits easily into closets and utility rooms as well as basements.

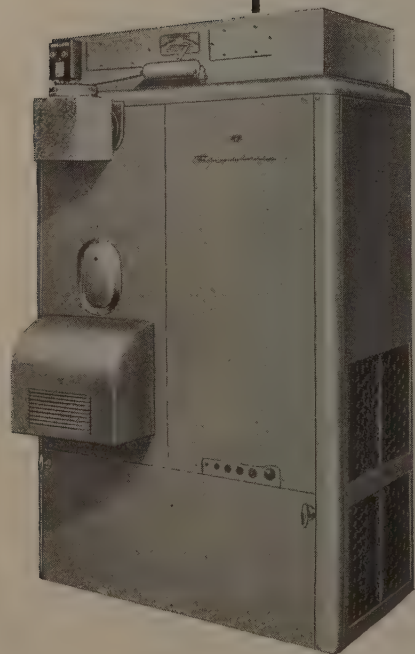
And added to this year 'round comfort appeal is the sales magic of the Frigidaire name—known to home buyers as a symbol of quality, performance and dependability.

You'll be amazed, too, at the reasonable cost of Year Round Frigidaire Conditioners. You can offer this sensational sales appeal to every home buyer and still keep your home prices competitive. And by designing your homes with air conditioning in mind you can

assure buyers of maximum benefits with lowest operating costs.

The Year Round Frigidaire Conditioner is designed to take advantage of the heating economies made possible by modern construction methods. Heating capacity is adequate for most homes being built today. Cooling power supplied by Frigidaire's famous precision-built XD Meter-Miser Compressor, warranted for 5 years. Provides complete filtering, circulation and temperature control 365 days a year. Compact unit measures only 46" wide, 25" deep at the base and 76" high.

Call your Frigidaire Commercial and Air Conditioning Dealer—or the Frigidaire Distributor or Factory Branch that serves your area. Or write: Frigidaire, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.



Year Round 

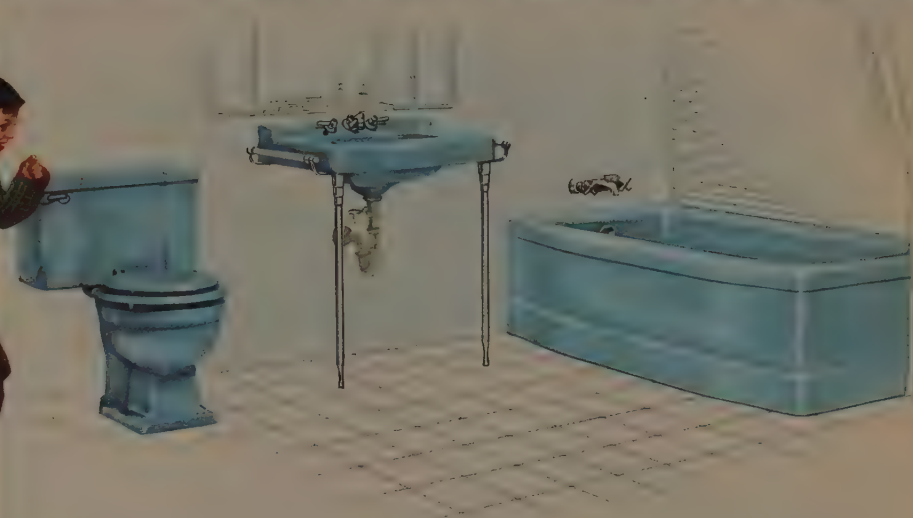
# FRIGIDAIRE Conditioners

BUILT AND BACKED BY GENERAL MOTORS





## TWO BATHROOMS — *a must in every modern home!*



## The second colorful Briggs Beautyware bathroom can sell your homes first!



Coral—the bright new Briggs color—is being introduced to millions of potential buyers through powerful advertising in the pages of national magazines. Here is the first ad of the new series.

You really get a prospect's attention when you start talking *two* bathrooms of glamorous Briggs Beautyware in color! Many a builder is using that fact to beat his competitors to the punch.

Folks love the fresh, modern look of these handsome fixtures. Four popular pastel tones—Coral, Sky Blue, Sea Green and Sandstone . . . blend harmoniously with an endless variety of color schemes. What's more, *all* Briggs Beauty-

ware is acid-resistant. Colors won't fade. Users can depend on Briggs fixtures to keep right on looking brand new for years.

Up-to-date architects and builders know they can rely on Briggs Beautyware, too—to increase sales and boost their reputations. They're finding that the *second* Briggs bathroom is a big help in selling *any* new home faster! Always specify two bathrooms of colorful Briggs Beautyware!

BRIGGS MANUFACTURING COMPANY • DETROIT 26, MICHIGAN

© 1954

BRIGGS

*Introducing*  
**MINGEL** *Flush* **DOORS**

**IN GLAMOROUS NEW**

**GOLD  
COAST  
CHERRY**

**BUILT BY THE  
MANUFACTURERS  
OF FAMOUS  
MINGEL FURNITURE**

Gold Coast Cherry is an unusually beautiful, easy-finishing tropical wood, produced in Mengel's own timber concessions on the Gold Coast of Africa.

Gold Coast Cherry requires no stain, no filler! A two or three-coat finish of satin lacquer, alone, gives you almost unbelievable results! Best of all, Mengel economies — from forest to finished product — give you these luxurious *furniture-quality* doors at the price of Unselected Birch!

Write for a sample of Gold Coast Cherry, now! It's extraordinary — it's for *you*!

**COMPARE THEIR BEAUTY—**

**COMPARE THEIR EASE OF FINISH—**

**COMPARE THEIR PRICES!**

Door Department • **THE MENGEL CO.** • Louisville 1, Ky.



# ALL-NEW *Sunnyday* in cast iron boilers

**New Crane "Sunnyday" pays off for you in more profitable sales  
... pays off for your customer in fuel saved!**

The Crane Sunnyday is a new concept in modern home heating. From firetube flues... and tailored combustion system... to the handsome jacket styled by the world-famous Henry Dreyfuss, it is brand new throughout.

**SAVES UP TO 15¢ ON EVERY FUEL DOLLAR.** The Crane Sunnyday converts home heating dollars into maximum comfort and convenience. Designed especially for burning gas or oil, it squeezes every possible Btu. out of the fuel and pays for itself through savings.

**NEW ADVANCED DESIGN.** From top to bottom, the new Sunnyday represents the very latest discoveries in engineering research, proven design, new materials and manufacturing methods. Castings are smaller and lighter in weight. Nine flues—every one a firetube, gives greater heating surface in

20% less space. The small house size unit is only 24" wide; 33½" long and 44½" high.

**OTHER INNOVATIONS.** Insto-heat firing chamber, combustion silencer for quiet operation, extra large port openings for faster heating and a new tankless built-in water heater that provides plenty of hot water at all times for bathing, washing dishes and clothes.

**TWO JACKETS AVAILABLE**—(1) flush jacket with exposed burner, or (2) extended jacket with concealed burner. The boiler is the same high performing unit regardless of the jacket style selected.

*All this means that the new Crane Sunnyday is your big chance for more sales. It's the year's biggest news... Ask your Crane Branch or Crane Wholesaler for the complete story!*



**You can SEE why the new Crane "Sunnyday"  
is your best sales bet in heating.**

- 1** Every boiler is factory assembled and tested. Joints between rugged cast iron sections are sealed and corrosion protected.
- 2** Optional built-in tankless heater gives plenty of hot water for bathing, laundry and dishes.
- 3** Smaller castings and less water give quicker warm-up for the whole system.
- 4** Nine firetube flues pack maximum heating surface into 20% less space.
- 5** Sealed front—no doors, no handles, no hinges—eliminates odors and soot.
- 6** Push-button controlled shutter over a Pyrex observation port opens to show firing chamber.
- 7** New "hush" chamber muffles sound and overcomes flutter and pulsation.
- 8** Dual-fuel boiler saves up to 15 cents on every fuel dollar.
- 9** Water-insulated base permits installation on combustible floors.

# CRANE CO.

General Offices: 836 South Michigan Ave., Chicago 5  
VALVES... FITTINGS... PIPE... PLUMBING AND HEATING



WINDOWALL of four Andersen Gliding Window Units—Donald Grieb, architect

**WINDOWS  
STYLED FOR  
PLEASANT  
LIVING**

**Andersen  
Windowalls\***  
COMPLETE WOOD WINDOW UNITS

**THE PLEASING VIEW** of an attractive yard is fully captured through effective use of these Andersen Gliding Windows. In homes you plan or build, count on Andersen WINDOWALLS to bring warmth and beauty to design, coupled with weatherproof protection and insulation that will save dollars during both heating and air conditioning seasons.

Write for Detail Catalog or Tracing Detail File. Or see Sweet's Files for specification data. WINDOWALLS are sold by established millwork dealers throughout the United States including the West Coast.

\*TRADEMARK OF ANDERSEN CORPORATION

MADE BY **Andersen Corporation**  
BAYPORT, MINNESOTA

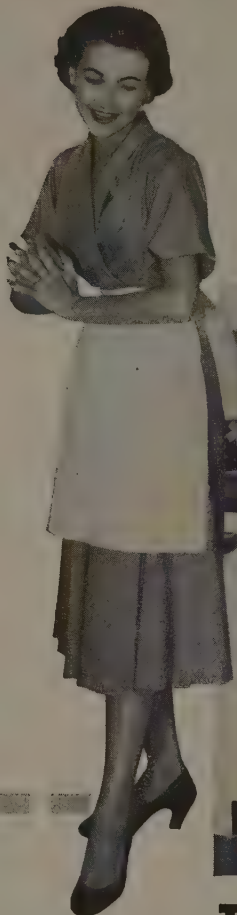




# NOW TERRAFLEX

the famous **VINYL FLOOR TILE**  
by **Johns-Manville** is

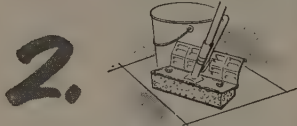
Available in  $\frac{1}{16}$ " Thickness for Residential Use!



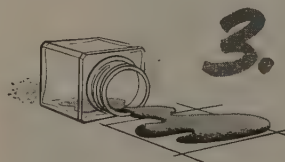
**Terraflex comes in beautiful clear colors that stay first-day fresh without scrubbing**



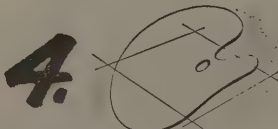
Made of Vinyl Plastic and Asbestos it will outwear other types of resilient flooring of greater thickness.



It has a non-porous surface that dirt can't penetrate. A swish of a damp mop will usually keep it shining bright.



It defies kitchen oils and greases . . . strong soaps will not dull its lustre.



It comes in a wide range of clear marbled colors with attractive inserts available for special decorating schemes.



Comfortable and quiet underfoot.

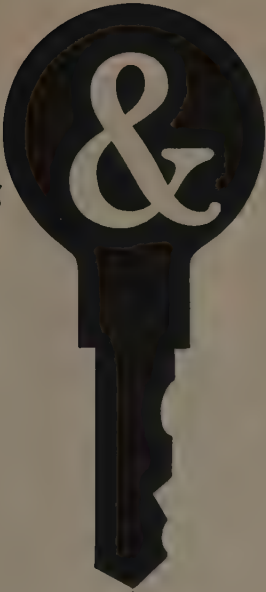
Now YOU CAN SPECIFY Johns-Manville Terraflex® Vinyl tile for the home in a  $\frac{1}{16}$ " standard gauge. It retains the advantages of the well-known  $\frac{1}{8}$ " Terraflex, which is standard for vinyl tile in commercial installations . . . yet it costs no more than ordinary floor covering.

Choose J-M Standard Gauge Terraflex whenever your plans call for resilient flooring. Its long-wearing beauty and long-time economy provide a maximum of reliable floor service. For a free folder showing the full Terraflex color range, write to Johns-Manville, Box 158, New York 16, New York.




**Johns-Manville**




this  is the key to RO-WAY superiority

 here are the reasons why:

Ro-Way doors are designed  built for lasting service  satisfaction.


Ro-Way doors are styled to complement  enhance any architectural design.

All wood sections are specially selected West Coast lumber  exterior grade Douglas fir plywood—for rugged service.

All muntins, rails  stiles are precision squared.

All mortise and tenon joints are both glued  steel doweled for greater strength.

All millwork is drum  hand sanded for exceptional smoothness.

All hardware is Parkerized  painted—after fabrication—for maximum rust resistance.

Ro-Way Taper-Tite track  Seal-A-Matic hinges assure weather-tight closure  easy operation.

Standard  Special sizes  designs meet practically every residential, commercial  industrial need.

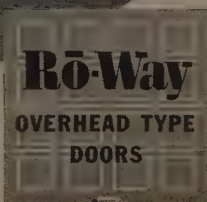
All of which adds up to owner approval  satisfaction. If that's what you want, just be sure to specify Ro-Way whenever the job calls for overhead type doors.

**ROWE MANUFACTURING COMPANY** 1141 Holton St., Galesburg, Illinois



SEE OUR  
CATALOG IN  
SWEET'S

Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.



there's a Ro-Way for every  Doorway!

For warmer  
floors in slab  
construction



# Permalite®

## LIGHTWEIGHT INSULATING CONCRETE

From Augusta to Atascadero, in homes all across the country, this simple, inexpensive floor slab construction is adding comfort, cutting fuel bills and helping to sell new houses. In fact, many homes which employ other heating systems have used Permalite Insulating Concrete for a sub-slab, simply to block off the cold ground chill which so often creeps up into basementless homes.

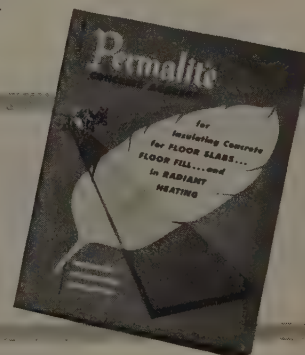
Usually, this construction costs no more than ordinary concrete, the very slight extra cost of Permalite being offset by the fast construction made easy by the light weight of Permalite concrete—20 to 40 lbs/cu/ft.

But, you can get *all* the answers in the new bulletin shown below. Send for your free copy today.

**NEW!  
FACTUAL!  
COMPLETE!**

All the answers on Permalite  
Lightweight Insulating Concrete  
**MIXES—PROPERTIES—YIELD—STRENGTH**

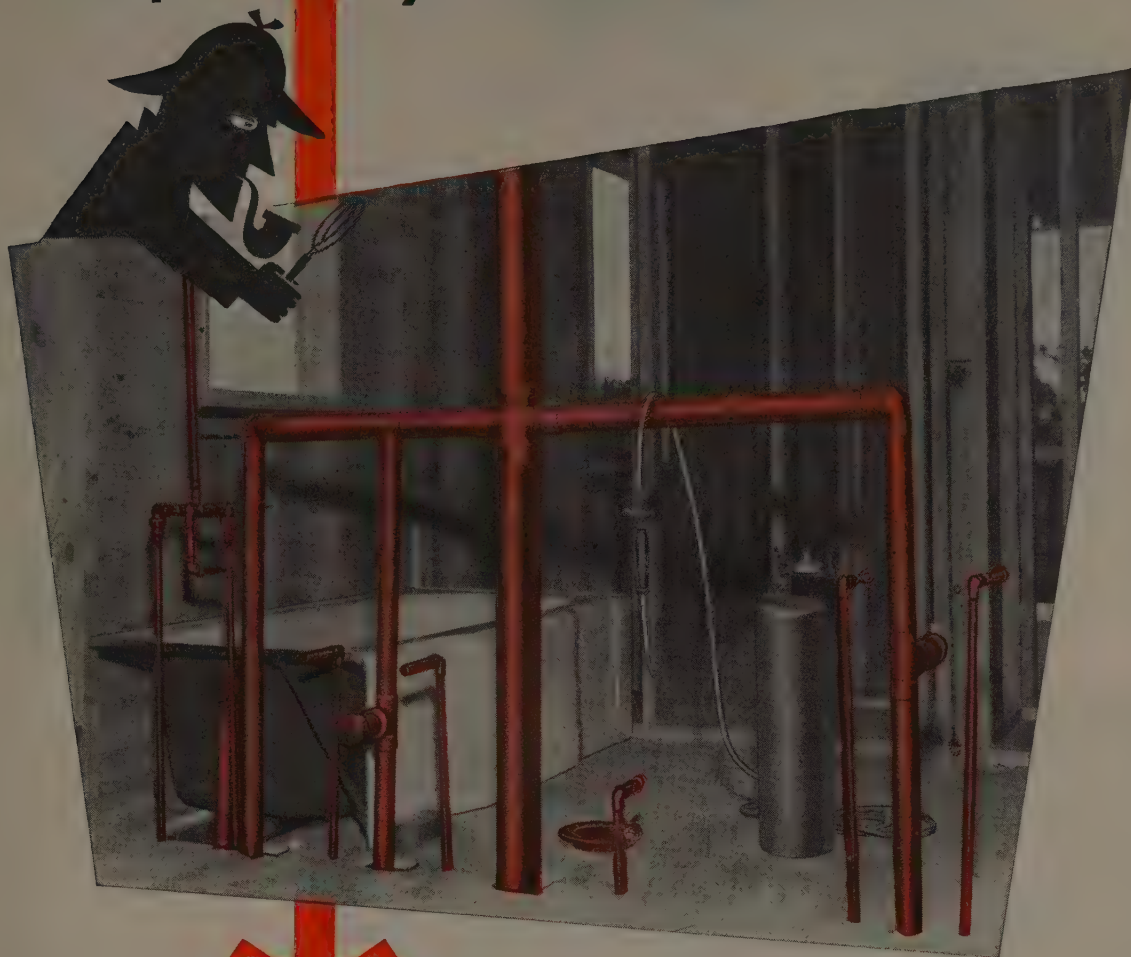
Write today for your FREE copy. Perlite Division,  
Great Lakes Carbon Corp., 612 So. Flower Street,  
Los Angeles 17, California, Dept.



Permalite franchisee plants are located in principal cities and in Canada. Write for name and address of plant nearest you.



**we just want you to GET THE FACTS!**

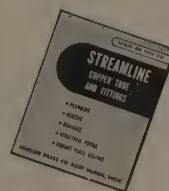


**You can give the home owner a lifetime, STREAMLINE all-copper drain-age installation for less than 1% of the total price of the entire house.**

It's no mystery why more and more houses are being built using STREAMLINE all-copper soil, waste and vent lines.

- Copper is not expensive. The typical kitchen-bath installation shown above costs only \$4.55 more, including labor, compared to a rustable, ferrous system.
- Construction costs are reduced since the 3" copper stack will fit in a standard 2" x 4" partition.
- Pre-fabricated sections can be assembled at the shop for delivery to the job.
- STREAMLINE all-copper plumbing lasts more than a lifetime — helps sell homes.

There's the evidence — and you can reach your own verdict on the case by writing us today about the comparative costs and advantages of STREAMLINE all-copper drainage plumbing.



Write today for our latest catalog of Streamline Plumbing and Heating Products.



**MUELLER BRASS CO.** PORT HURON 6, MICHIGAN

123-A

West Coast lumber—the building material with an outstanding record of performance—offers high strength and stiffness plus ease-of-handling. Extremely versatile, it is adaptable to any plan or design. West Coast lumber is time-tested in conventional construction. And, as always, it remains the natural choice of the day's most creative designers.

For dependable lumber, specify the West Coast species... Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce.

AMERICA'S  
MOST  
VERSATILE  
BUILDING  
MATERIAL

Send for folder describing free literature available for your reference files.  
West Coast Lumbermen's Assn.,  
1410 S. W. Morrison St., Portland 5, Oregon

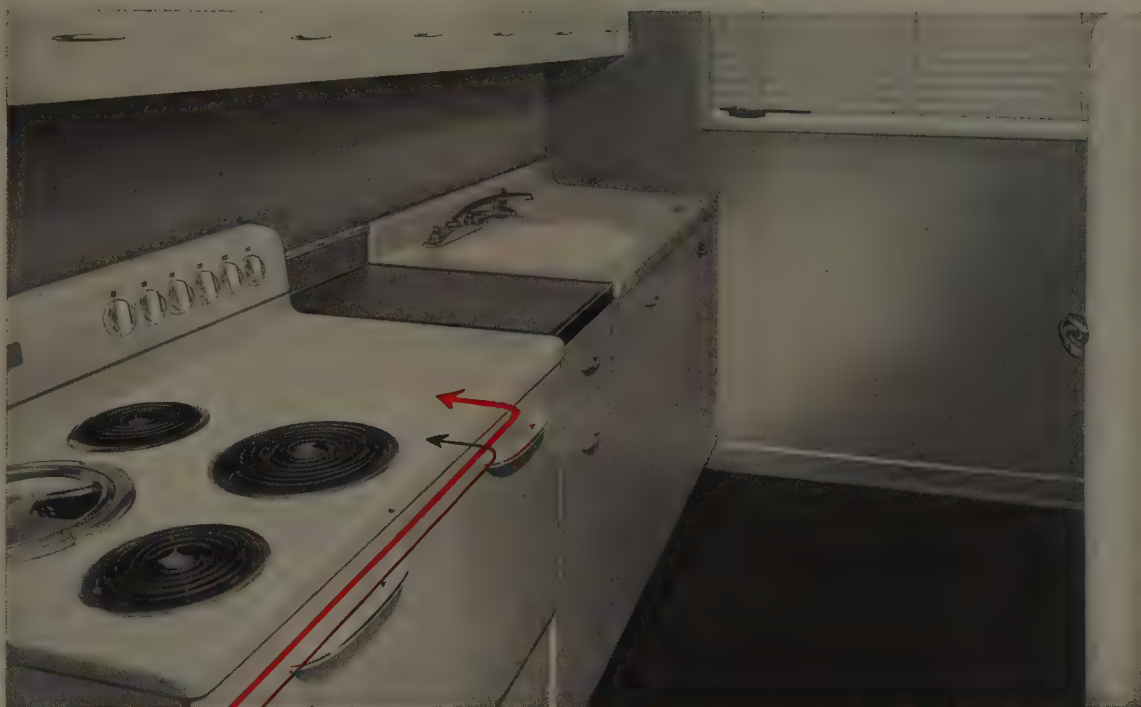


**WEST COAST  
LUMBER**

Douglas Fir • West Coast Hemlock • Western Red Cedar • Sitka Spruce

**whatever the job, consider WOOD FIRST!**





Each Feldman home includes a complete electric kitchen. The builder has found it possible to offer this feature in a low-cost home—at a profit. And the *Electric Range* allows home buyers to **be modern . . . cook ELECTRICALLY!**

## Really helps to **sell homes faster**

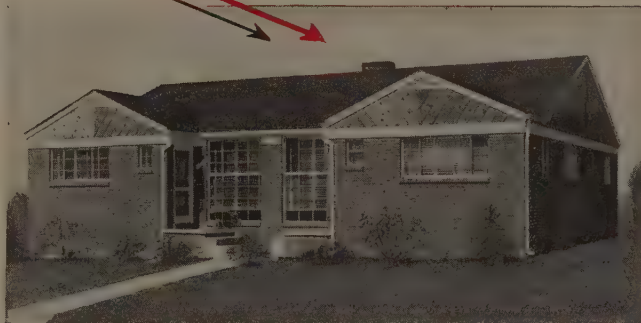
If you are interested in fast turnover, you must carefully consider the selling features of the homes you build.

You know that the kitchen is a focal point of interest for the homemaker—and that an *Electric Range* in the kitchen can set a high quality pace for the rest of the house. It says “modern” to the home buyer, and assures economy and ease of operation, a clean kitchen as well as a cool one.

Why don't you take advantage of the *Electric Range* as a selling feature—as builders are doing the country over, in all types of homes?

More builders every day

are installing **ELECTRIC RANGES**



These semi-detached homes are in Landover Hills, Maryland. “We work on the basis of fast turnover,” says Builder Edwin B. Feldman of Washington, D. C., “and installing an *Electric Range* in the kitchen helps to make sales come fast. We’ve found that it pays, because turnover means savings in capital investment.”

#### ELECTRIC RANGE SECTION

National Electrical Manufacturers Association  
155 East 44th Street, New York 17, N. Y.

ADMIRAL • BENDIX • CROSLEY • DEEFPREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON  
HOTPOINT • KELVINATOR • MAGIC CHEF • MONARCH • NORGE • PHILCO • WESTINGHOUSE

# LIFETIME COLOR HARMONY WITH FOLLANSBEE TERNE METAL ROOFING...



Because of the increased interest in color, home buyers, architects and builders are becoming more and more conscious of the importance of the roof as a factor in appearance. A beautifully designed home demands a beautifully designed roof . . . one that is in harmony with the rest of the house, one that can be painted to fit a new color scheme, one that will keep fresh and new looking for a lifetime.

The ideal roofing material . . . one that fully meets all these requirements . . . is Follansbee Terne Metal.

Follansbee Terne Metal adapts beautifully to any architectural style. Ideal for today's flat or low-pitch roof designs, the dignified lines of Terne are equally exciting on traditional homes. What's more, you can change the color of your Terne roof *anytime* with a flick of the paint brush. And, Follansbee Terne Metal is permanently durable . . . snugly weather-tight . . . wind and fire proof. Once installed, it's on to stay.

Follansbee Terne Metal is hot-dip coated with an amalgam of tin

and lead. It is not electrolytically applied. Check your A.I.A.-12-C-1 specification file. If you don't have Terne Metal Roofing specification and installation details, we'll be glad to send this information to you.

## FOLLANSBEE STEEL CORPORATION

GENERAL OFFICES, PITTSBURGH 30, PA.



Cold Rolled Strip      Seamless Terne Roll Roofing  
Polished Blue Sheets and Coils

Sales Offices—New York, Philadelphia, Rochester, Cleveland, Detroit, Milwaukee, Fairfield, Conn., Chicago, Indianapolis, Kansas City, Nashville, Los Angeles, San Francisco, Seattle, Toronto and Montreal, Canada, Mills—Follansbee, West Virginia

FOLLANSBEE METALS DIVISION  
Pittsburgh, Pa.      Rochester, N.Y.      Fairfield, Conn.

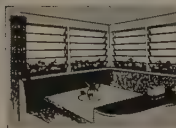
## LOUVRED *SUN-SASH* WINDOWS

### CAN HELP YOU SELL MORE HOMES

Sun-Sash emphasizes the horizontal theme in your homes to increase their modern appearance . . . to make them attractively different.

Sun-Sash fits any size opening to provide larger windows for more daylight . . . for outdoor living inside. They allow 100% ventilation, without drafts, for comfortable coolness in summer. And Sun-Sash may be used with regular exterior screens and storm sash.

Yet, Sun-Sash Louvred Windows cost you no more than ordinary windows . . . save you time and labor expense with faster, easier installation . . . eliminate costly wood mullions because they can be mullioned directly together.



Prime Installation



With Picture Window



Vertical Room Divider

### SUN-SASH COMPANY

38 Park Row, New York, N. Y.

Please send me more information on how Sun-Sash can help me sell more homes.

NAME.....

ADDRESS.....

CITY.....STATE.....



see our  
catalog  
in Sweet's

HH-4





## Point out this extra feature when you're selling a house

Most of your prospects already know quite a bit about Fiberglas\* Insulation. Consistent national advertising has seen to that.

So, it's good sales sense to let prospects know you've used Fiberglas Insulation in the houses you build. This fact tells them, more than words can, that you've been mighty choosy about your materials. Here's how to do it!

Tack up the new Fiberglas *Quality Materials* sign in a prominent place. It's the only sign you'll need because there's plenty of room on it to list the other

top-grade building materials you've used.

Folders are available explaining the benefits of an insulated home. They show how Fiberglas Insulation helps make the house warmer in the winter, cooler in the summer—how it helps keep fuel bills down.

Point out that extra-efficient, sanitary, permanent Fiberglas Insulation meets Federal Specifications—that it increases the resale value of the house.

With simple steps like these, you'll make the most of a good selling feature—

Fiberglas Insulation. Owens-Corning Fiberglas Corporation, Dept. 67F, Toledo 1, Ohio.

*P.S.* NATIONAL HOMES  
WEEK COMING!

Be sure to use Fiberglas Insulations in your model home. And be sure to use the folders and the new *Quality Materials* sign in that home next September.



\*Fiberglas is the trademark (Reg. U.S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with fibers of glass.

*Distributed nationally by these six industry leaders*



ARMSTRONG  
CORK CO.  
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CERTAIN-TEED  
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MINNESOTA AND  
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KELLEY ISLAND LIME  
& TRANSPORT CO.  
Cleveland, Ohio

**Built to Last  
Styled  
to Please**



# Koven

**ALL STEEL  
SWIMMING POOLS**

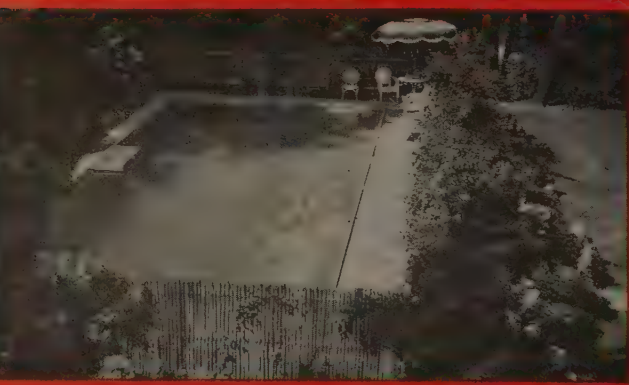
**THE POOL WITH THE  
LOWEST MAINTENANCE**

**INDOOR AND OUTDOOR  
MODELS**

**THE ONLY LEAK-PROOF  
TYPE BUILT**

Offering years of pleasure and satisfaction, KOVEN All Steel Swimming Pools are the choice of leading builders and architects who want superior trouble-free performance at lowest maintenance. Leak-proof and featuring a welded steel construction which frees them from weaknesses found in other types of pools, KOVEN pools retain their clean, modern good looks even in extreme climates. And upkeep is limited to only an occasional coat of paint! Praised by homeowners, clubs and municipalities throughout the country, they are backed by years of unexcelled construction "know-how" . . . that's why you can be sure of top dependability and safety when you make yours a KOVEN All Steel Swimming Pool.

ANY SIZE OR DESIGN POOL CAN BE ORDERED



KOVEN craftsmen supply all engineering and drafting details on KOVEN Pools—which are built of heavy steel plate, shipped knocked down, then field welded and erected with suitable structural reinforcing and bracing. Ladder at diving area and stairway at shallow end are supplied. Filtration, chlorination and lighting furnished by KOVEN to complete the package.

Openings still available in some territories for KOVEN Steel Pool representatives.

## KOVEN STEEL SWIMMING POOLS, INC.

a division of L. O. KOVEN & BRO., INC.

154 Ogden Ave., Jersey City 7, N. J.

Plants: Jersey City, N. J. • Dover, N. J. • Trenton, N. J.

**HERE'S THE INSIDE STORY  
ON BATHROOM VENTILATION!**



**F**or any bathroom—including inside bathrooms—Trade-Wind Model 1201 Bathroom Ventilator provides complete ventilation under every condition. THE MODEL 1201 MEETS THE NEW F.H.A. REQUIREMENTS FOR MECHANICALLY VENTILATING INSIDE BATHROOMS.

This specially designed ventilator, delivering 100 CFM, quickly rids every bathroom of steam, lingering dampness, foggy mirrors and odors.

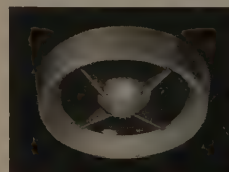
Model 1201 is available with the exclusive Trade-Wind Time Delay Switch which can be set to turn off the ventilator at any time up to 30 minutes. The switch fits any standard switch box.

Installation is simple, even in existing houses. It can be vented to the outside or discharged directly into the attic space.



Time-Delay Switch

**WRITE FOR COMPLETE INFORMATION**



Be sure to see the sensational new **Trade-Wind Axial Flow Ventilator**—super performance at a new low price.

## TRADE-WIND MOTORFANS, INC.

5725B SOUTH MAIN STREET • LOS ANGELES 37, CALIFORNIA



ARCHITECTS, BUILDERS **PLAN** FOR LARGER GLASS AREAS

WITH **fabrow** WINDOW WALL **frames**



AMERICA'S NUMBER ONE BUILDING FEATURE  
EASILY ACHIEVES APPEALING

**Contemporary Look  
Fenestration**

RESIDENTIAL, COMMERCIAL AND INSTITUTIONAL BUILDINGS



Fabrow Window Wall Frames are modern panel windows made of clear Douglas Fir in

**3** DISTINCTIVE STYLES . . . **21** WANTED SIZES . . .

Designed for insulating glass Fabrow brings you the most desired ingredient in contemporary building design—large window areas at economical prices.

THERE'S A FABROW WINDOW WALL FRAME TO SUIT EVERY BUILDING PLAN!

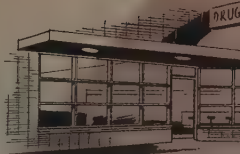
#### CHECK THIS LIST

for Fabrow Window Wall Frame Uses

COMMERCIAL:  
Shopping Centers  
Retail Stores  
Motels  
Apartments  
Tourist Homes  
Restaurants

INSTITUTIONAL:  
Schools  
Hospitals  
Churches  
Clinics  
Recreation Centers

HOMES:  
Custom-styled  
Prefabricated  
Resort Cottages  
Do-it-yourself  
Additions



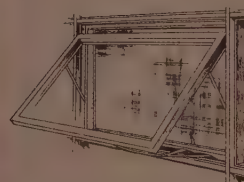
Fabrow Window Wall Frames facilitate a whole new economy concept in shopping area store design. Builders will save time and money and achieve an advanced Contemporary look.



Architects developing new designs for commercial and institutional buildings can incorporate Fabrow Window Wall basic fenestration with great ease.



Home builders from coast to coast report that Fabrow Window Wall Frames sell houses faster and keep building costs down!



Fabrow Window Wall Frames feature Fabrow Roto-Vertilators

- Easy to Operate
- Easy to Install
- Highly Weather-Tight
- Precision Manufacture

Designed to fit any or all openings of any Fabrow Frame.

*write or wire*  
FOR ILLUSTRATED  
BROCHURE



7208 DOUGLAS ROAD  
TOLEDO, OHIO

# Leading Builders Prefer



**"STEEL WINDOWS** save time and money," say Brune-Harpenau, Builders, Inc., Cincinnati, Ohio. "We've discovered that steel windows are the most economical, most satisfactory type of window we can use. Steel windows go in faster, are easier to handle, are so rugged it's possible for even the

most inexperienced workman to install them without trouble or damage to the window. When you're working on a large development like this, if you can save only a few hours and dollars on each house, you have really cut your over-all expenses . . . and increased your profits."



**"STEEL WINDOWS** have been my choice for 25 years," says Frank Stoeker, of Roediger Construction Inc., Contractors, Cleveland, Ohio. "I used steel windows for the first time in 1925, and I've been installing them in buildings of all kinds ever since," says Mr. Stoeker. "With steel windows your building schedule can be much more flexible. That's because steel windows can be installed as the masonry work is begun . . . or you can put them

in when you build the jambs up to the top of the windows. Your work doesn't need to be interrupted at any special time to put in windows.

"Then, too, steel windows don't need as much protection from weather or exposure as some other kinds. If you forget to cover them, they won't warp or shrink from moisture and drying. And steel windows are so rugged they don't require any special attention or kid-glove handling."

St. Robert's Parish School and Church, Cleveland, Ohio. Design for this building was drawn up by Stickley and Associates, Architects, Cleveland, Ohio.





Now . . .  
The New 3-Star  
**HEATILATOR**  
FIREPLACE

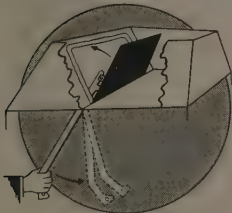
with the  
**Pressure-Seal  
Damper**



**A Great New  
SALES  
FEATURE!**

Here's the latest improvement in fireplace construction that will appeal to home buyers. An exclusive Heatilator feature, the new Pressure-Seal Damper stops loss of house heat up the flue . . . prevents chimney downdrafts from chilling the room when the fireplace is not in use.

**Actually Seals Fireplace Throat**



When the Pressure-Seal Damper is closed, the damper blade seats snugly against a specially designed asbestos gasket. Then slight additional pressure on the damper handle locks the blade firmly against the gasket in an air-tight seal. Ideal as a heat and fuel saver

in any home—a must in the fully air-conditioned home to prevent the loss of expensive summer cooling as well as winter warmth. Write today for complete information. Heatilator Inc., 916 E. Brighton Ave., Syracuse 5, N. Y.

Now . . . only the new 3-Star Heatilator unit gives you 3 great sales features!

- ★ Circulates warm air.
- ★ Will not smoke.
- ★ Damper seals air-tight.

**HEATILATOR® FIREPLACE**

What makes them fall in love with a home?



More often than not, it's the *conveniences* in a home that play cupid with the prospects and help them decide to buy. You get just such a sales clincher with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance!

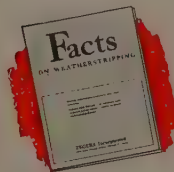
*Wives* like the way Dura-seal keeps out dirt and dust . . . gives them a clean house the year 'round. *Husbands* like the way Dura-seal saves them up to 30% on fuel costs. *Everybody* enjoys the smooth, silent way Dura-seal equipped windows glide up or down.

So . . . make it a point *now* to use Zegers Dura-seal! Builders: see your lumber dealer—Lumber Dealers: see your sash and door or millwork jobber.

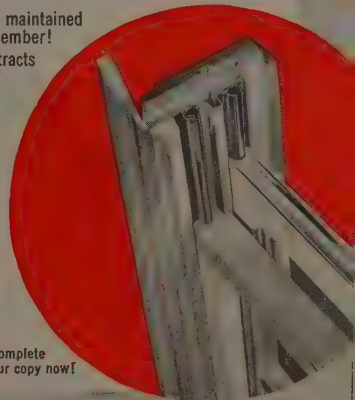
**ZEGERS, Incorporated**

8092 South Chicago Avenue, Chicago 17, Illinois

- Complete and constant air seal maintained with one piece, flexible jamb member!
- Easy to operate when sash contracts and expands with the weather!
- No noise with exclusive Si-Vel coated counterbalance springs!



**FREE FOLDER . . .**  
"Facts on Weatherstripping . . . gives complete information on Dura-seal. Send for your copy now!"



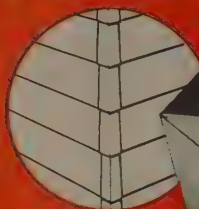
**ZEGERS**

*Dura-seal*

COMBINATION METAL WEATHERSTRIP—SASH BALANCE

**NICHOLS  
NEVER-STAIN**  
TRADE MARK

# NEW Straightline ALUMINUM BUILDING CORNERS



**NO  
RUST!  
NO  
STAIN!**

## Another NICHOLS **FIRST!**

- ★ **FIRST** modern, all new, exclusive "Straightline" design Aluminum Building Corner for clean, modern look.
- ★ **FIRST** attractive package — easy to merchandise on shelves and counters. Easy to ship — easy to handle.
- ★ **FIRST** 100-corner package — full profit — no waste. No damaged corners — no counting — no wrapping. Corners always protected from damage, dust and deformity. Saves labor, material and sales-time.
- ★ Plus a complete line for all bevel siding. Corners dimpled for quick nailing.

### PLACE YOUR ORDER NOW!

**ATTRACTIVE STURDY PACKAGING**  
5 Packages of 100 each per carton



**READY FOR COUNTER DISPLAY AND SALE**  
FULL-COUNT • NO DAMAGE  
NO COATING TO CHIP OFF

### PACKAGING DATA

Size	Pkg Order No.	Pkgs. Per Ctn.	Quan. Per Ctn.	Approx Wt. Lbs Per Ctn
1/2" x 6"	80	5	500	21
1/2" x 8"	81			28
3/4" x 8"	82			28
1/2" x 10"	83			34
3/4" x 10"	84			34
3/4" x 12"	85			41

**NICHOLS  
NEVER-STAIN**  
®



## NAILS

Available in a complete range of types and sizes for use where the elimination of rust streaks and stains is desired. Include these nails with your Building Corner order.



**NICHOLS WIRE & ALUMINUM CO.**  
DAVENPORT, IOWA

World's Largest Manufacturer of Aluminum Nails



**WHEN YOU SPECIFY...**



**BERMICO®**  
LIFETIME PIPE

## FIRST COST IS LAST COST!

That's because Bermico is built to last a lifetime. Yet you can't buy a *lower-cost* root-proof pipe installed.

Made of tough wood fibre impregnated with pitch, Bermico is root-proof, corrosion-proof, installs faster and easier!

Specify Bermico—best in low-cost root-proof pipe for house-to-sewer connections, septic tanks, downspouts, drainage. For detailed facts, specifications and name of nearest dealer write Dept. CB-6, Brown Company, Boston.

**Complete line of  
Wyes, Tees, and Bends**



**BROWN** COMPANY, Berlin, New Hampshire  
CORPORATION, La Tuque, Quebec

General Sales Offices: 150 Gouveney Street, Boston 14, Mass. • Dominion Square Building, Montreal, Quebec



# Have You Investigated This New Approach To **Sell More Homes in '54...?**



## "Inspiration- Lighting"

by **MOE LIGHT**

is one of the most important features I've ever offered in my homes."—  
Harold W. Cheel, developer of  
Cheelcraft Homes, Ma-ho-kus, N. J.



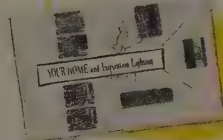
Inspiration-Lighting in the kitchen brings out the beauty—and the real value of cabinets, appliances and wall coverings.



More spacious; lighter, brighter and more cheerful. Inspiration-Lighting casts a new light on selling at night!

- Add 35 hours a week to your selling time.
- Showcase your home to dozens (yes, even hundreds) of additional prospects.
- Enhance the beauty of walls, floors, window settings, appliances—make every home look like it is worth much more than you're asking.

You too, can extend your selling "day" into the wee small hours—stop depending on week-ends only for traffic through your homes. Install nationally advertised *Inspiration-Lighting* by Moe Light. Rooms can be alternately bright and gay; soft and subdued—at the flick of a light switch. An important selling feature to talk about and demonstrate. It is to the home builder what wire wheels or power steering are to the auto dealer! The cost is negligible—the profit-potential is substantial... you won't believe it until you've seen it for yourself!



Here's the complete story... in a full color manual of "Inspiration-Lighting" ideas. \$1.00 is all it costs and you get it back with your first \$10.00 purchase of Moe Light fixtures. Full refund if you're not satisfied with the book and it is returned to Moe Light within 10 days (and here's a tip: Many builders are using the "Inspiration-Lighting" manual as a selling tool for themselves in talking decorating ideas with their prospects.)

**MOE LIGHT Dept. HH-6**  
Fort Atkinson, Wisconsin

Enclosed is \$1.00—send me the "Inspiration-Lighting" Manual.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



**MOE LIGHT**

Fort Atkinson, Wisconsin  
(DIVISION OF THOMAS INDUSTRIES, INC.)  
Plants at Fort Atkinson and Sheboygan, Wisconsin;  
Princeton, Kentucky and Los Angeles, California

# Add Distinction...Cut Costs...



This Seal, color-printed on Aluminum Foil, is a new identification for Products or Parts "Designed in Reynolds Aluminum"



# REYNOLDS

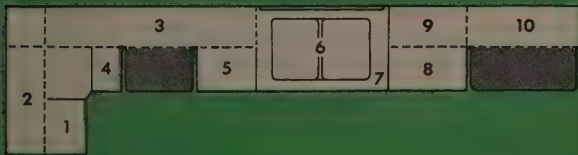
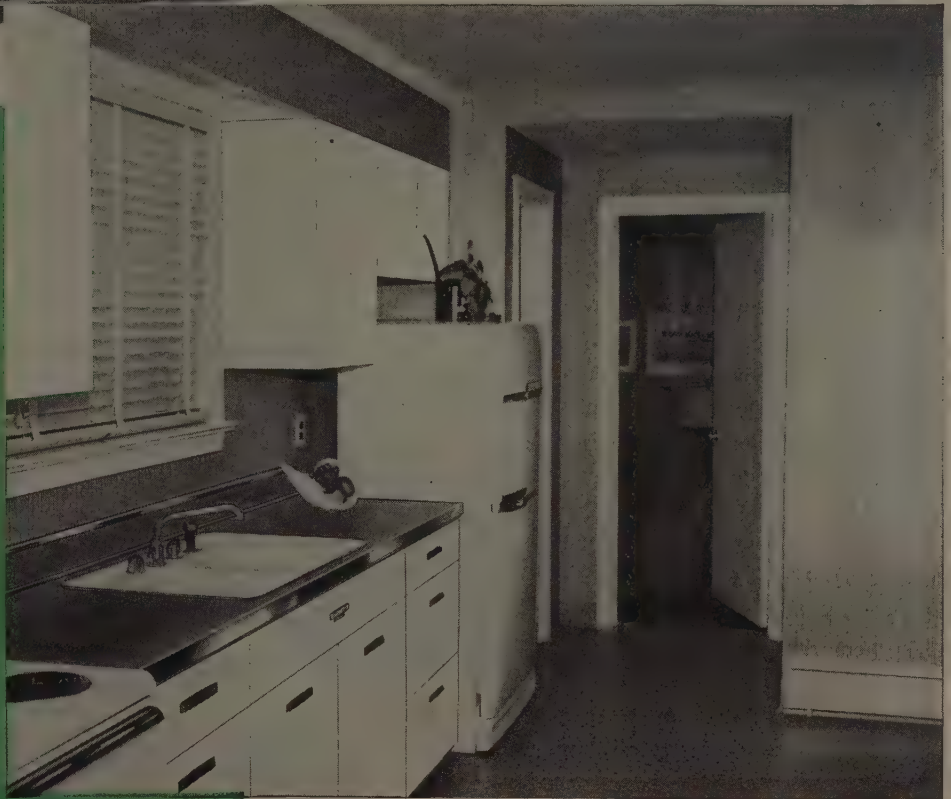




*Bob Scarborough concentrates his activities in Haddonfield, New Jersey, highly favored suburban section conveniently near Philadelphia. Price tags on his homes have wide range; he features Republic Steel Kitchens.*

"We design custom  
kitchens from  
stock units, at  
lower cost with

**Republic  
Steel  
Kitchens"**



- |                                 |                              |
|---------------------------------|------------------------------|
| 1. 18" base cabinet             | 6. Double bowl drop-in sink  |
| 2. 30" wall cabinet             | 7. 42" undersink cabinet     |
| 3. 60" combination wall cabinet | 8. 24" 3-drawer base cabinet |
| 4. 9" tray cabinet              | 9. 24" wall cabinet          |
| 5. 18" 3-drawer base cabinet    | 10. 36" wall cabinet         |

Continuous Formica Tops

Builder Scarborough was among the first to use Republic Steel Kitchens when they were introduced in the Philadelphia area. Today, he subscribes enthusiastically to the flexibility and wide range of the line that allows him to specify stock cabinets for any type and price home he happens to be building.

"We have been able to use stock units to obtain the most attractive custom kitchens at prices much below what on-the-job fabricating would cost—and considerably below what comparably quoted custom wood kitchens would cost. Our customers have been extremely pleased with the quiet operation of the drawers and the adjustable shelves in the wall cabinets."

Get the complete story on Republic Steel Kitchens from your distributor, or use the coupon below.

*Cabinets of Steel for Lasting Appeal*



**REPUBLIC STEEL KITCHENS**

Builder Sales, 1028 Belden Avenue, Canton 5, Ohio

Please send me my free copy of the Republic Steel Kitchens builder catalog and the name of my nearest Republic builder-sales outlet.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



One of a group of homes in Penn Valley, Pa. Builder: Albert H. Jacobs, Rosemont, Pa.

## Quality—regardless of price

In this luxurious, new Pennsylvania home . . . built for the upper-income level . . . quality was the first thought. The windows are Lupton . . . as they are in high-cost and low-cost homes all over the country. For builders have found that Lupton quality is consistently high, regardless of price.

Every window in the Lupton line is constructed with the same attention to detail, the same rigid inspection to assure the standards built through over 40 years experience in designing and manufacturing metal windows.

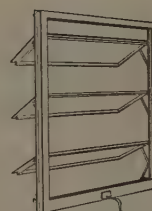
Lupton Metal Windows will fit your costs . . . and your architecture, for

there is a style for every building. They save on construction costs too. Often one man can make the installation. And, Lupton quality cuts down call-back. Installed properly, a Lupton Metal Window serves its owner with minimum attention and maintenance costs. Why not feature Lupton luxury and quality in your homes . . . sales prove that buyers look for and appreciate them.

**MICHAEL FLYNN MANUFACTURING COMPANY**  
700 East Godfrey Avenue, Philadelphia 24, Pa.  
*Member of the Steel Window Institute and Aluminum Window Manufacturers Association*

# LUPTON

## METAL WINDOWS



Lupton Aluminum  
Awning Window



Lupton Casement  
Steel or Aluminum



Lupton Aluminum  
Double Hung Window





# WE LOOKED AT THEM ALL . . . THEN CHOSE THE HOME WITH **B & G *Hydro-Flo* Heating**



## Installs on any hot water heating boiler

The basic units of a B & G *Hydro-Flo* System are (1) the Booster Pump to circulate hot water through the system (2) the Flo-Control Valve to prevent an over-ride in temperature and (3) the domestic Water Heater



## A ring of warmth around the house

B & G *Hydro-Flo* Heating with modern, unobtrusive baseboard heating panels provides draftless, evenly distributed heat—prevents icy downdrafts from the windows. Radiant panels, convectors and radiators can also be used.

To sell homes these days, you've got to please the ladies! That's why B & G *Hydro-Flo* Heating gives you a big competitive edge—it has all the features which appeal to women.

B & G *Hydro-Flo* Heating offers comfort and economy advantages which only a *forced hot water system* can give! Radiant sunny warmth, to begin with, which assures warm, draftless floors—ideal for children. The heat supply is automatically adjusted to the weather—no stuffy overheating—no fuel waste.

With baseboards or radiant panels, B & G *Hydro-Flo* Heating provides the perfect answer to women concerned with the beauty of their homes . . . there's no interference with furniture or drapery arrangement.

For the complete story, send for color illustrated booklet.



## Fuel economy

Automatic modulation of the heat supply prevents fuel waste—keeps heating cost at rock bottom.



## An abundance of low-cost hot water

A plus selling feature—year 'round hot water for kitchen, laundry and bath, heated by the same boiler that heats the house. Plenty for automatic washers, showers—ever-ready, really hot.

\*Reg. U. S. Pat. Off.



# BELL & GOSSETT

COMPANY  
Dept. DL-10, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto, Canada

Now ANY home can have  
that "contemporary" look!



with these *Continental*  
contemporary doors



Contemporary Combination storm and screen doors

Entrances take on that "contemporary look" when protected and decorated by one of these new Contemporary doors. Available both as combination doors with storm and screen inserts—and as permanently wired screen doors—they feature a unique fluted-panel design that offers exciting new possibilities for "personalized" color treatment.

As a combination storm and screen door the Contemporary is offered in three attractive insert styles including the beautiful protruding "picture frame" insert shown above. Storm sash and screen panels are designed for quick and easy changeability and require little storage space.

Send for the four-color brochure which describes in detail the delightful color combinations suggested by the Contemporary's design.



Contemporary Screen Doors

The Continental Contemporary screen door is permanently wired, and presents the same combination of Continental quality construction features as is found in all Contemporary doors: mortise and tenon construction; made of Ponderosa Pine, the wood of warmth, beauty and durability. There is no other screen door in its price range that can approach its beauty and utility.

**A CONTEMPORARY STYLE  
FOR EVERY ENTRANCE  
—ANY TASTE**

As an all-weather combination storm and screen door the Contemporary is also available with one-light flush insert (left) and with three-light flush insert (right).



*Continental*

products are manufactured by:

The Wabash Screen Door Co.—Minneapolis—Chicago—Memphis  
Owosso Manufacturing Company—Owosso, Michigan  
Philadelphia Screen Manufacturing Company—Philadelphia

and sold through **CONTINENTAL SCREEN COMPANY**  
1323 BOOK BUILDING • DETROIT 26, MICHIGAN



## Texture One-Eleven

exterior fir plywood panels are in stock  
and available at our sales warehouses...  
Your inquiries and orders will  
receive prompt attention.

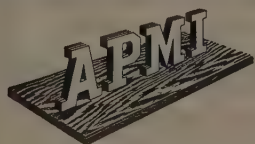
$\frac{5}{8}$ " panels in 8' and 10' lengths. Two widths: 16 $\frac{1}{2}$ " (grooves 2" o.c.)  
32 $\frac{1}{2}$ " (grooves 4" o.c.) Other lengths available on special order.

### BRANCH SALES WAREHOUSES:

4268 Utah St., St. Louis, Missouri  
4814 Bengal St., Dallas, Texas  
4003 Coyle St., Houston, Texas  
Raleigh, North Carolina  
1026 Jay St., Charlotte, North Carolina  
Worley Road, Greenville, South Carolina  
925 Toland St., San Francisco, California  
Eugene, Oregon

### SALES OFFICES:

31 State St., Boston, Massachusetts  
595 E. Colorado St., Pasadena, California



## ASSOCIATED PLYWOOD MILLS, Inc.

General Offices: Eugene, Oregon

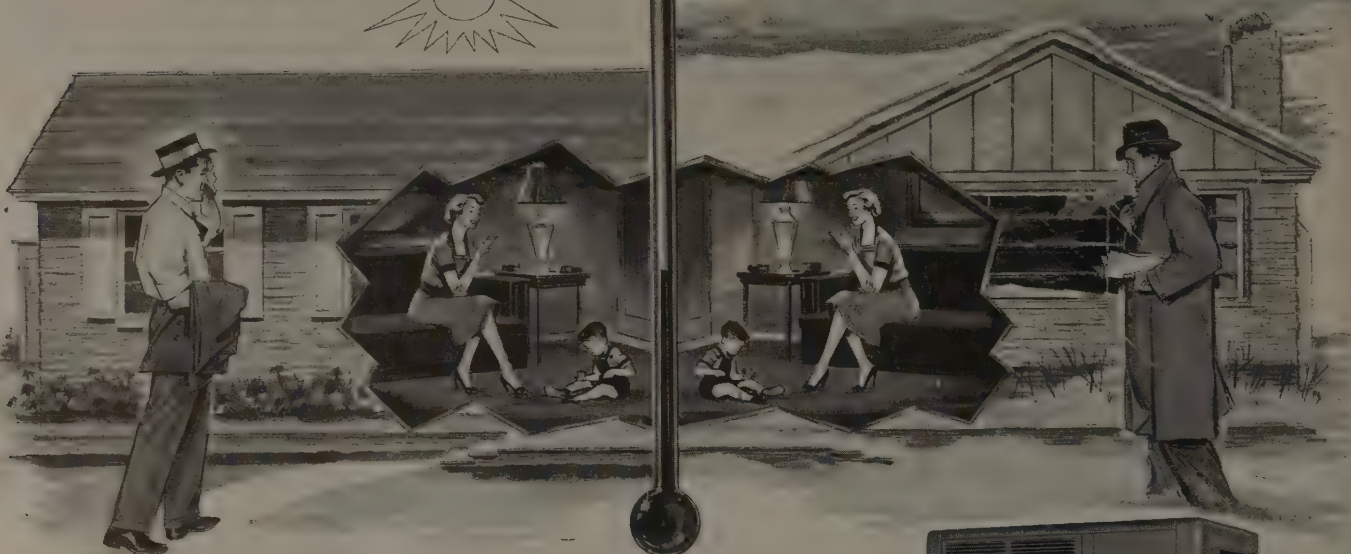
Plywood plants at Eugene and Willamina  
Lumber mill at Roseburg

# Give them comfort all year 'round!

**COOL** in summer



**WARM** in winter



## *Curtis* ALL-IN-ONE

### AIR CONDITIONER AND HEATING UNIT

*Curtis* year-'round heating and cooling unit provides enjoyable comfort — automatically.

**SUMMER COOLING** — with clean, cool, de-humidified air thoroughly circulated through every room is assured even on the hottest days.

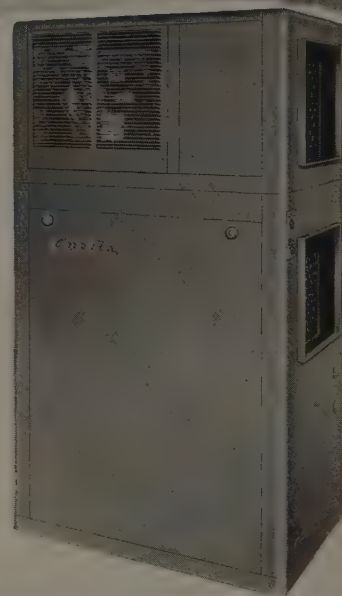
**WINTER HEATING** — is equally effective through the efficient gas fired section for use with natural, manufactured, mixed or LP gases.

Whether for a new home or a remodeling project, one system of ductwork is all the unit needs for both heating and cooling.

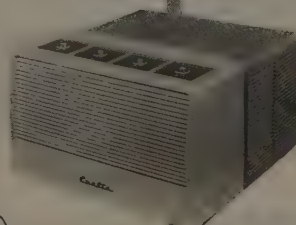
Readily adaptable to any existing warm air installation.

Compactness assures easy placement in utility room, garage, or basement.

See your Curtis Distributor for more information. You'll find his name in the yellow pages of your phone book, or write us.



See *Curtis* for  
**ROOM AIR CONDITIONERS**



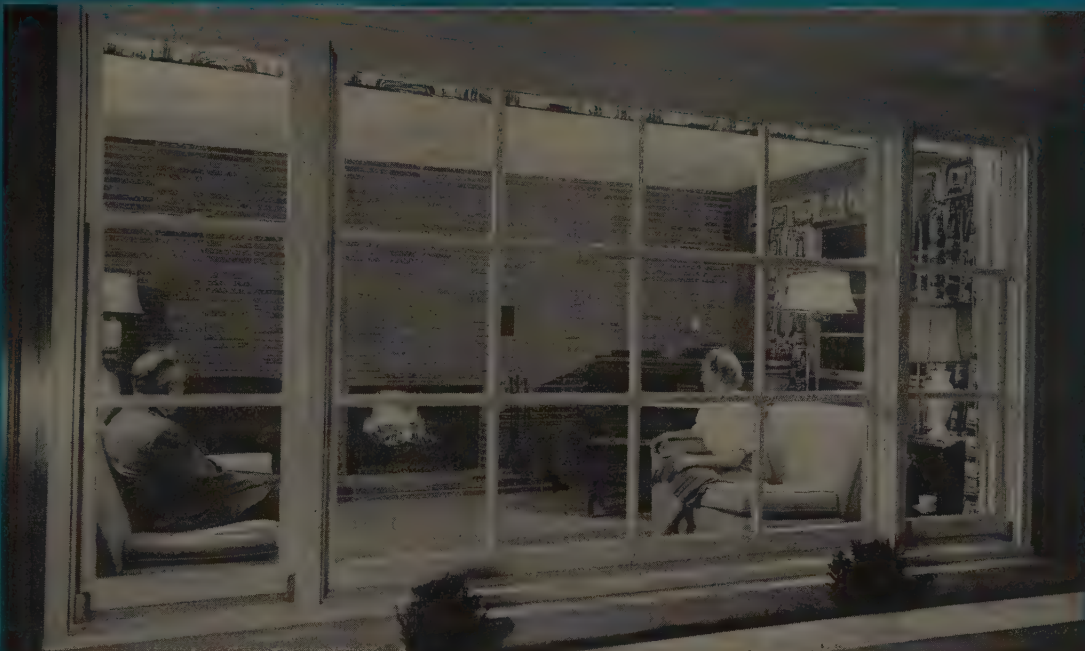
They possess the same dependable and efficient performance. Characteristics that are built into all Curtis equipment. Standard and Deluxe models are available.



**CURTIS REFRIGERATING MACHINE DIVISION** of Curtis Manufacturing Company

1975 Kienlen Avenue, St. Louis 20, Missouri



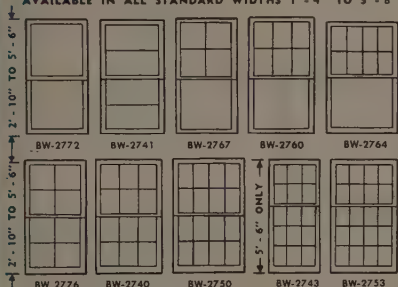


# BILT-WELL UNIT WOOD WINDOWS

**Favorite of leading Builders and Dealers everywhere**

## BILT-WELL Superior WINDOWS

AVAILABLE IN ALL STANDARD WIDTHS 1' - 4" TO 3' - 8"



Of special interest to Dealers and Builders is the adaptability of Bilt-Well Windows to various wall thicknesses and various standard type constructions.

Compare Bilt-Well Windows with any other window and you, too, will discover its superiority.



The exclusive jamb-liner weatherstrip

*Twice as weathertight  
...yet requiring  
only one-tenth  
the lifting effort*

Bilt-Well Windows far excel any other window on the market today—feature for feature, point for point. Unexcelled in quality, weathertightness and year round easy operation, they offer economy and lifetime satisfaction!

Bilt-Well Windows are completely weatherstripped with a flexible jamb-liner that provides a snug fitting window under all climatic conditions, eliminating sticking, leaking and rattling. They are perfectly counter-balanced, precisely fitted and machined of clear, kiln-dried Ponderosa Pine, toxic water repellent treated in strict accordance with NWMA standards.

**CARR, ADAMS & COLLIER COMPANY**  
ESTABLISHED 1866 DUBUQUE, IOWA

The complete line of Bilt-Well Woodwork: Complete Unit Windows, Casements, Awning Windows, Kitchen Cabinets, Multiple-use Cabinets, Overhead Garage Doors, Combination Doors, Storm & Screen Units, Basement Windows, Shutters, Exterior and Interior Doors, Entrances, Gable Sash, Louvers, Corner China Cabinets, Mantels, Telephone Cabinets and Stair Parts.



take a  
good look at **PONDEROSA PINE**



one of 10 woods from the

**WESTERN PINE** region

Straight, close and uniform-grained, lightweight, light-colored, workable, nailable, paintable, Ponderosa Pine is indeed the pick o' the pines! You can specify it for all residential and light construction. Clear or knotty, Ponderosa Pine lends itself particularly well to the clean lines of contemporary design in paneling, woodwork, doors and windows.

Ponderosa Pine comes in 3 select, 5 common, 4 dimension, 4 factory grades. Your local lumber dealer carries this versatile Western Pine wood!

**the Western Pines**

IDAHO WHITE PINE  
PONDEROSA PINE  
SUGAR PINE

**the Associated Woods**

LARCH  
DOUGLAS FIR  
WHITE FIR  
ENGELMANN SPRUCE  
INCENSE CEDAR  
RED CEDAR  
LODGEPOLE PINE



get the facts on

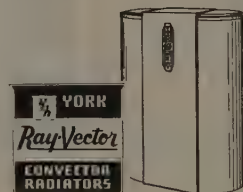
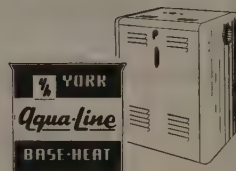
**PONDEROSA PINE**

Write for the FREE illustrated booklet to  
WESTERN PINE ASSOCIATION, Dept. 313-V,  
Yeon Bldg., Portland 4, Oregon

## YORK - HEAT

**OFFERS PACKAGED SYSTEMS FOR ANY  
SIZE, TYPE, OR NUMBER OF HOMES**

**One Source — One Responsibility  
Simplifies Heating Installations**



York-Heat systems provide the modern builder with the complete answer to his heating problems. By using these modern systems, you get from one source the complete heating system—boiler or furnace, heat distribution system, controls, and all necessary fittings, pipes or ducts—packaged for each house whether a single home or development.

York-Heat systems include Radiaire Base-Heat for warm air heating, Aqua-Line Base-Heat for baseboard hot water heating, and York Ray-Vectors for convector systems.

Each system includes the proper York-Heat furnace or boiler for the job—either oil or gas-fired.

### COOLING—HEATING LAYOUTS FURNISHED

York-Heat Systems are products of York-Shipley, Inc., York, Pa., manufacturer of York-Heat and York-Gas-Heat, America's most complete lines of automatic heating equipment and Shipley Homeaire Conditioners. Layouts for heating and cooling builder's homes will be furnished FREE.

**GET THE  
FACTS  
NOW**

**GENERAL DIVISION, YORK-SHIPLEY, INC., YORK 10, PA.**

I plan to build ..... homes in 1954. I prefer ☐ baseboard radiation,  
☐ convectors, or ☐ warm air perimeter heating.

☐ Please send literature. ☐ Have representative call.  
☐ I am sending plan for heating-cooling layout.

Name.....Title.....

Company.....

Address.....

City.....State.....



\$125,000 \$24,500 \$18,900

\$50,000

\$7,200

\$8,000

\$33,500 \$16,000

WHATEVER PRICE YOU'RE  
BUILDING TO...THIS IS  
THE WINDOW FOR YOU



**NOW** Famous KoolShade® screens available for use with Truscon Series 138 Double-Hung Steel Windows. KoolShade screening cuts glare, screens out heat, keeps rooms cooler. Cuts air-conditioner operating costs. Ask Truscon for details about this newest sales feature.

# TRUSCON

SERIES 138

## DOUBLE-HUNG STEEL WINDOWS

For homes in every price class, Truscon Series 138 is your greatest window value. It is economical enough for the most modest home. It offers beauty and quality features appropriate to the most expensive residence. It blends with all types of architecture.

Superior construction features have made it the largest-selling window of its type in the world; yet, *it costs no more* than many windows made of other materials. And, that's first cost only. From then on, 138's start saving you money.

You save on installation time. Truscon Series 138 Double-Hung Steel Windows are *complete*. All hardware is attached. Stainless steel weatherstripping and tape balances are built in. That means a minimum of handling, fitting, and other field work. Just position and attach to studs or masonry.

Home buyers save, too. Truscon Steel Windows can't warp, swell, shrink, or rot. They stay amazingly airtight, easy to operate. That means fuel and maintenance savings. Sweet's File has more details and specifications, or write Truscon for the facts.

TRUSCON®



**TRUSCON STEEL DIVISION  
REPUBLIC STEEL**

1056 Albert St., Youngstown 1, Ohio  
Export Dept: Chrysler Bldg., New York 17, N.Y.

a name you can build on





**DON'T CALK IT...  
DRIVE IT!**

L-M Perma-Line pipe has 2-degree-taper ends with 2-degree-taper fittings and couplings that drive on to make permanent, leak-proof, root-proof joints. No calking, no cementing.

## L-M Perma-Line Pipe cuts installation time!

L-M Perma-Line is the general-purpose outdoor pipe—for above-ground and underground use. It's light, strong, easy to handle. It comes in long lengths—fewer couplings are needed. Tapered couplings need no cement—you just drive them on. It's easy to install—you save hours of time. Because it's light, it's easier and cheaper to deliver a bigger load to the job.

### Root-Proof Joints

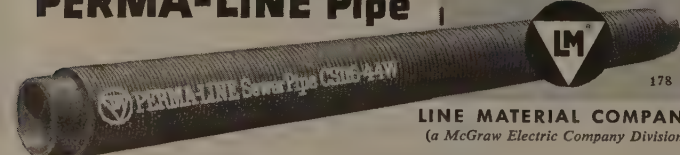
Perma-Line pipe is cellulose fibre, impregnated with coal-tar pitch under heat and pressure. It's strong, tough, has high crushing strength. Normal ground heaving and settling won't crack pipe or joints. No leaks to attract roots, no cracks for them to enter. Acids, alkalis, hot water won't bother it. It can't rust or corrode.

### Years of Experience

Perma-Line 4" pipe comes in 5-, 8-, and 10-ft. lengths; 2" to 8" sizes in 5-ft. lengths. Full line of couplings, bends, adapters to connect to other types of pipe; special tapered cast-iron tees, ells, wyes. You can depend on it—L-M fibre tubes have been made for over 25 years.

Ask your plumber or building supply dealer, or mail the coupon now for full information and name of nearest distributor.

## PERMA-LINE® Pipe



Perma-Line is a Line Material Company trademark.

**LINE MATERIAL COMPANY**  
(a McGraw Electric Company Division)

## MAIL COUPON TODAY!

LINE MATERIAL COMPANY, Milwaukee 1, Wisconsin

HH-64

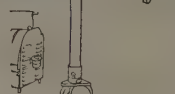
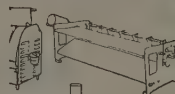
Send me full information about L-M Perma-Line pipe for home building, and name of nearest distributor.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

State \_\_\_\_\_

State \_\_\_\_\_

## AMAZING! the Time and Money Saved WITH *Speed-Dee* WHITEPRINT OUTFITS



**10 DAY  
FREE TRIAL**

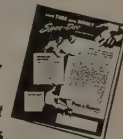
**PECK & HARVEY**

Mfrs. of Whiteprint, Blueprint & Photocopy Equipment  
5632 NORTH WESTERN AVE., CHICAGO 45, ILLINOIS

**Make Exact Duplicates in as little  
as One Minute at less than 2c sq. ft.**

Inexpensive and simplest of all print making equipment! Thousands in daily use. Enables anyone to make accurate, positive whiteprints from translucent originals. Saves up to 80% of commercial blueprint costs—quickly pays for itself! Makes photocopies, too. Just plug in. Uses diazo (moist or ammonia dry) process. Complete portable *Speed-Dee* outfits in 12" x 18", 18" x 24" and 24" x 36" models. Prices start at \$55.00. Also a full line of 42" width capacity volume production whiteprinters at moderate prices.

Send today for Free  
*Speed-Dee* Brochure



## Scott's® LAWN BEAUTY a Plus Value that sells homes



The charm of any home is accentuated to prospective owners in a setting of sparkling green turf. With *Scotts Lawn Care Products* you not only achieve an outstanding lawn... but customers instantly recognize it as a symbol of quality.

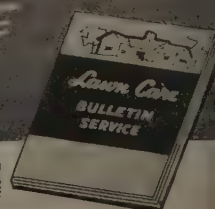
Best of all, you can furnish the *plus value* of beautiful *Scotts* turf for very little, if any, more than the cost of ordinary lawns... a fact which has been proven from coast to coast.

Plan now to profit from the extra sales appeal of saying "my homes include a *Scotts* lawn". See your local *Scotts* dealer at once or write our turf specialists for recommendations and prices.

**O M Scott & SONS CO.**, 11 Fourth Street, Marysville, Ohio  
also Palo Alto, California



Read **LAWN CARE®**... keep up-to-date on lawn building along with tips on soil conditioning, grading, feeding, drainage, seeding, etc. Lifetime subscription to **LAWN CARE** and digest of all back issues are yours for the asking.





## MYERS SUBMERSIBLE WATER SYSTEMS HAVE

# FOUR

## BIG ADVANTAGES

### 1. Easier to install

A Myers Submersible pump requires only one pipe in the well, so you make fewer plumbing connections. Special wire connectors developed by Myers help save time, too, by joining tough 3-wire electrical cable to motor leads with no tape or vulcanizing.

### 2. More dependable

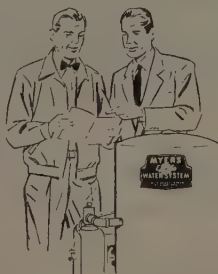
You can count on plenty of water with "plus-pressure" even in cases of extreme peak load or high volume demands. A submersible is the most efficient means of pumping water known today, and a Myers Submersible pumps more per horsepower than any other known submersible.

### 3. Require less service

You won't have to worry about service calls after installing a Myers Submersible. For more than three years, these units have been field-tested under varying and difficult conditions throughout the United States. Naturally, the submersible is backed by the famous Myers warranty.

### 4. Growing sales potential

More people are building homes, small plants, schools and stores beyond the city water mains, and they all want the advantages city water service offers. A Myers Submersible will provide the required capacity and "plus-pressure" with quiet trouble-free service for years.



#### GET IN TOUCH WITH YOUR MYERS DISTRIBUTOR

He will show you the Myers Submersible and explain all its features. Doing business with him is good business.

# MYERS WATER SYSTEMS

THE F. E. MYERS & BRO. CO.  
Ashland, Ohio



## both sides of windows can be washed from the inside with the new Grand Rapids Ven-Trol-Gear



The popular new Grand Rapids "Ven-Trol-Gear" opening mechanism for window ventilating panels in the modern multi-panel window systems offers many exclusive advantages that appeal to owners of residential, monumental and commercial buildings. It swings ventilating panels outward and downward to any degree of opening desired to assure full view as well as the most efficient ventilation regardless of weather . . . opens and closes windows smoothly, quietly and easily . . . and permits easy washing of both sides of the window panes from the inside. See other important features listed below.

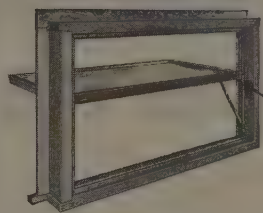
## VEN-TROL-GEAR

PATENT APPLIED FOR

### VENT PANEL ACTUATOR

FOR PANEL WINDOW SYSTEMS

Ventilating Panels open outward to a full 90°. Ven-Trol-Gears are available in 5 sizes handling a minimum of 15 openings.



## MOST PRACTICAL AND EFFICIENT OPENING MECHANISM AVAILABLE TODAY



#### CHECK THESE FEATURES:

1. Fingertip gear-operated control — nylon rollers assure smooth, noiseless operation.
2. Operating mechanism fully concealed including hinging mechanism.
3. Handle grip location adjustable down 15° from horizontal position.
4. Positive locking mechanism fully concealed except for operating lever.
5. Designed for use on wood or metal windows with minimum frame opening height 1' 0" . . . maximum sash weight 40 lbs.
6. Can be used with any type of glazing up to 1" including double glazing.
7. Can be used with any wall thickness or trim as mechanism is integral part of window.
8. Quick, easy installation — exposed controls finished in antique bronze enamel with special finishes available on request.

Make your A.B.C. for 1954... "Always be Competitive"

WRITE FOR ILLUSTRATED LITERATURE TODAY!

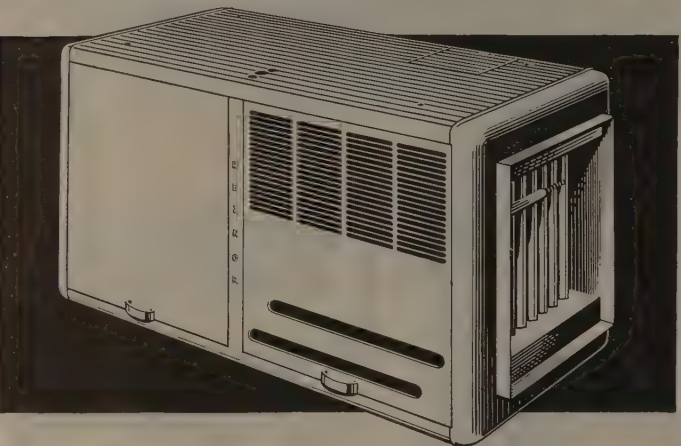
**GRAND RAPIDS HARDWARE CO.**  
GRAND RAPIDS 2, MICHIGAN  
NEW YORK • LOS ANGELES • DANBURY, CONN.

# Cuts Installation Costs

because it's a complete package

# Adds Sales Appeal

because it's completely enclosed



## the Reznor PAC

No exposed controls...no protruding burners...no dangling connections. Everything completely enclosed in a compact appliance-styled cabinet. One look will tell you why home buyers prefer the Reznor PAC—the only completely enclosed horizontal furnace.

The same features which make the PAC a favorite with your prospects make it easy—and inexpensive—to install. It comes as

a complete package. No outside controls or connections. They're all mounted within the main cabinet. Installation is further simplified by the built-in draft diverter and by the ease of interchanging from horizontal to vertical flue connections.

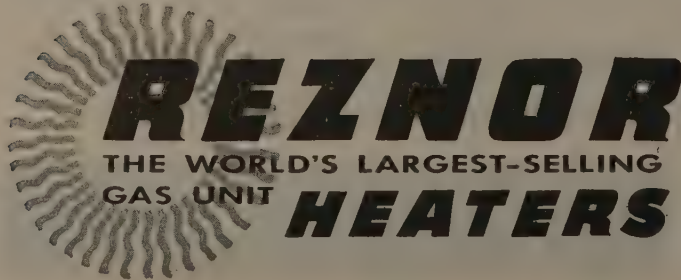
Three sizes—75, 100 and 125,000 BTU. Universal burner for any type of gas. Compact design makes the PAC a must where space is at a premium. The 75,000 BTU model measures only 22" x 23" x 42<sup>3</sup>/<sub>8</sub>". Ideal for attic and crawl space applications and for suspended installation in basement or utility room.

To find out more about how the Reznor PAC can cut costs and add sales appeal to every home you build, write today for your free copy of bulletin GNP-52.

**The Reznor Manufacturing Company, 44 Union Street, Mercer, Pa.**



Reznor suspended gas unit heaters are available in nine sizes—25,000 to 250,000 BTU.



Says builder Don Casto who expanded his business from houses to shopping centers:

### "THIS IS THE TIME TO GET INTO SHOPPING CENTER DEVELOPMENT . . .

... just as there was a particular strategic time to get into railroading or automobiles,"

Casto has the Midas touch. He gets a handsome lifetime income from every center he builds. He has the knack for calculating community shopping needs and building centers that attract people like a carnival. His first center, built in Columbus in 1948, quickly doubled in size. Now it has almost tripled and Casto is planning new centers across the East and Midwest.

To see Don Casto's trade secrets—and see the latest opportunities in store building—

### READ ARCHITECTURAL FORUM'S 24-PAGE FEATURE ON SHOPPING CENTERS APPEARING IN THE JUNE ISSUE

FORUM shows you what store building formula is right for the independent homebuilder . . . how to choose a shopping center site . . . where to trim construction costs . . . how to make shopping centers "depression-proof" . . . how to plan built-in customer appeal.

- See FORUM this and every month for the last word on the latest in stores, offices, schools, churches, hospitals and production plants. To enter your subscription . . .

send the subscription form bound in this issue

No need to pay now. Just sign and drop it in the mail. We'll enter your subscription immediately.

### architectural forum

540 North Michigan Avenue  
Chicago 11, Illinois



# Set your sales

with the style  
and color of  
**SEAFOAM GREEN and...**



## Holiday Blue

### Now ! 7 Gold Bond Chroma-Tex Siding Shingle Colors

**Y**OU'LL be amazed to see how much easier it is to turn your prospects into customers when you show them homes sided with these beautiful Gold Bond Asbestos Shingles.

People love the seven distinctive new colors—like Holiday Blue, above—and Seafoam Green, Pheasant Brown, Twilight Gray, Dusty Coral, Mellow Ivory and Poplar Green. They're especially

pleased when they learn that exclusive SURFASEAL protects these colors from weather, dirt and grime. The beauty's locked in! They're fireproof—made of asbestos and cement—and never need painting for preservation.

And another important sales *plus* is the Good Housekeeping Guaranty Seal that means so much to your customers.



The man-hours you'll save on every house sided with Gold Bond Chroma-Tex Shingles will pay you in real profits. These shingles handle easier, go up quicker and cut smoother and faster. There's little waste of time or materials.

Start making building savings and faster sales on your houses. Write Dept. HH-64 for actual samples and complete details today!



Gypsum  
Board  
Products



Lath  
& Plaster  
Products



Insulation  
Board  
Products



Rock  
Wool  
Products



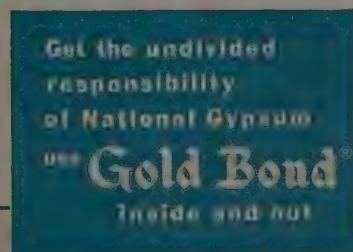
Paint  
Products



Acoustical  
Products



Asbestos  
Cement  
Products



**NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK**



Now—a top quality aluminum siding designed for fast, low-cost installation...

**TRIPL-TITE**

...With the New, Exclusive  
**3-POINT INTERLOCK!**

Once the bottom course of Tripl-Tite is installed, additional panels can be added easily, quickly and in perfect alignment. While each panel is being fastened, it rests on the panel below it. Applicator does not have to hold panel in place—a common fault with old-fashioned types. Also, no time-consuming, repeated leveling operations are necessary.

In addition, Tripl-Tite's unique 3-point interlock construction assures a firm, watertight seal that won't rattle.

Write or wire for details!



Made by **NATIONAL METAL PRODUCTS CO.**

Distributed Nationally by  
**PRODEX, INC.** 2 Gateway Center • Pittsburgh, Pa.

Available in six baked-on enamel colors—with or without Armstrong insulation backing board!



designed for beauty—built for duty  
**McKee OVERDOORS**



Customers choose McKee Overdoors for their ease of operation, appearance and distinctive panel designs. Builders prefer McKee Overdoors for their quality construction, ease of installation, and McKee distributor cooperation. Architects specify McKee for their good design and practicability. Sum-up the reasons and you have product acceptance—the kind of acceptance that is making McKee one of the fastest growing names in the building industry.

**McKee Door Company**

MAIN OFFICE AND FACTORY  
90 Hanks Ave. • Aurora, Illinois

**SOME DISTRIBUTORSHIPS AVAILABLE**

If you build 10 HOUSES or less each year...see  
**HOME-WAY**



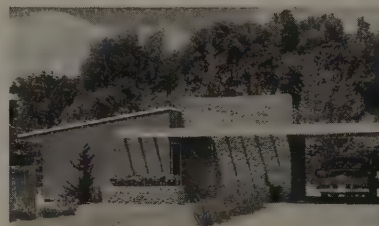
- We furnish complete factory-built home. Meets requirements of modern building codes. You handle erection, utilities.
- Home-Way stays ahead of the field. New low roof line (see illustration) ready for '54. Latest Ranch Types plus many standard models. We can meet every family's needs.
- Quality material, carefully processed; rapid delivery.
- Cooperative advertising; personal dealer service.

**The Small Builder is our Business**

We can help you get much bigger volume and much better profits. **WRITE TODAY**

**GBH-WAY HOMES, Inc.**  
Dept. HHD • WALNUT, ILLINOIS

HOME-WAY was featured by Look Magazine as one of America's top 15 in prefabrication.



Architect: Ralph W. Zimmerman,  
Toledo, Ohio

Architects: Keys, Smith, Satterlee,  
and Lethbridge, Washington, D. C.



FOR THAT TRUE

"modern look"

**Cabot's Ranch House Hues**

give a stain effect which enhances the natural beauty and texture of the wood.

- ★ Economical, easy to apply
- ★ Does not conceal texture of wood
- ★ Excellent hiding power
- ★ Soft, popular, pastel tones
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- ★ For all exterior woodwork

twelve exciting modern shades

See for yourself by mailing coupon today.

*Samuel Cabot*  
**SAMUEL CABOT INC.**  
Boston 9, Mass.

**SAMUEL CABOT INC.**  
630 Oliver Bldg., Boston 9, Mass.  
Please send me color card on Ranch House Hues.

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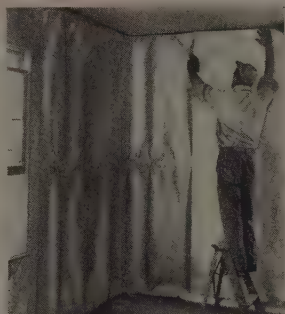


# Insulate 5-Room House Prevent Paint Peeling, Condensation Damage for \$30

## WITH Aluminum-Coated SISALATION

This reflective insulation is equivalent to about 1" of fibrous insulation. Sisalation is easy to apply. Its strength prevents rips or tears. It is also an effective vapor barrier for controlling condensation.

With Sisalation you can offer your client a truly insulated house — cooler in summer, warmer in winter *PLUS* vapor barrier protection — at a minimum cost. Available in 36" and 48" widths at your Lumber or Building Supply Dealer. Send coupon for samples and more facts.



Flashing at 1/5th cost of Heavy Gauge Copper:  
**COPPER ARMORED SISALKRAFT**  
for concealed flashing. Provides permanent protection. Available in 1, 2 and 3 oz. of copper per square foot. Widths from 4" to 60".

For denser, drier concrete slabs:  
**SISALKRAFT**

A tough reinforced paper. Use for membrane over sub-fill ... for covering concrete ... under floors ... to back up stucco ... as waterproof covering for materials and equipment.



**AMERICAN SISALKRAFT CORPORATION**  
Dept. HH-6, Attleboro, Massachusetts

Please send samples and more information on Sisalation.

Name .....

Address .....

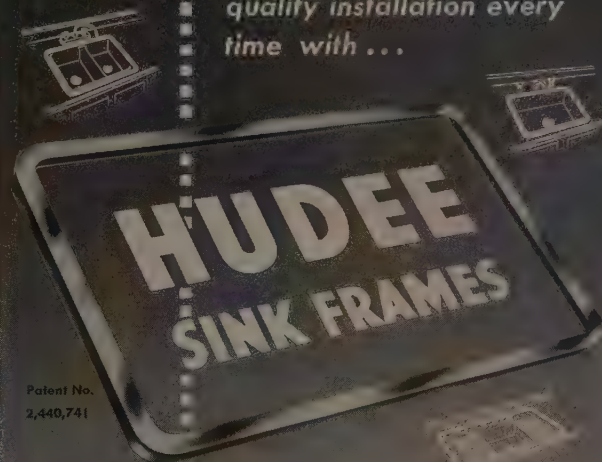
City.....Zone.....State.....

**AMERICAN SISALKRAFT CORPORATION**

Attleboro, Mass. • Chicago 6 • New York 17 • San Francisco 5

for **ANY** flat rim sink  
with **EVERY** custom-built  
sink-top or lavatory

you can be sure of a  
quality installation every  
time with ...



Patent No.  
2,440,741

## Proved Performance in 2,000,000 installations—

Architects, Builders, Installers, Plumbers, and Homeowners everywhere agree—HUDEE is the one sure way to achieve a permanent, watertight, sanitary sink bowl or lavatory installation. And HUDEE'S advantages are facts—proved in over 2,000,000 installations, and backed up by the Good Housekeeping Guarantee Seal.

**HUDEE IS  
NATIONALLY  
ADVERTISED**



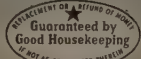
These leading  
magazines  
tell the home-  
owners—help  
you sell them!

## Four Types of Hudees Offer Greater Versatility

HUDEE offers the only practical method of installing *all* types of flat rim sinks—with round or square corners—and many types and sizes of vitreous china sinks into counter, vanity, or cabinet tops. Now—with four types available in stainless steel or aluminum—installation possibilities are even greater than ever!

## More Outstanding Features

The HUDEE Sink Frame has more quality, versatility, ease of installation, and beauty than any other method of sink top installation ever devised. Get the complete HUDEE story ...



Use only  
the Sink Frame  
bearing this Seal

WALTER E.

**SELCK**

AND COMPANY

Call the Hudee Distributor in your area or write -

225 West Hubbard St. • Chicago 10, Illinois

IN CANADA • Walter E. Selck and Co., Ltd. Toronto



# "Biggest response we've ever had!"



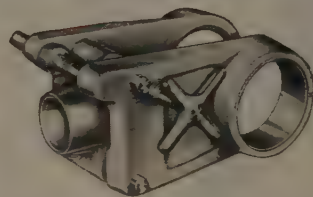
We've never seen so much enthusiasm as the low-cost Corbin Guardian cylindrical lock has stirred up in the trade... and we've been in the builders' hardware business for a long, long time!

You'll see these locks in a lot of places... for dealers have ordered more mounted samples than we've ever been asked to supply for any lock. But don't stop with *seeing* them! Try low-cost Guardian locks. Find out these money-saving facts for yourself!

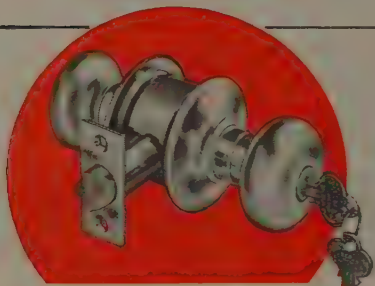
The Guardian is engineered and manufactured specifically for low-priced homes. It fills a definite need in that field. It's priced *low*, but looks beautiful. It's easy to install in minutes, *provides real pin-tumbler security for years*. Made in 4 functions for every small-home need.

**P.&F. CORBIN Division**, The American Hardware Corporation, New Britain, Connecticut

**Save money with these BORING JIGS**



No. 080 Boring Jig for Corbin Guardian Cylindrical Lock *saves time... insures a perfect installation job*. Mortising tool for latch fronts, and boring bits also available.



**CORBIN®**

**Defender**

Companion success  
for  
light construction.

The Corbin "Defender" is medium-priced; supplied with standard or long back-sets, standard or King-Size roses, for fine homes, offices, motels, stores. EXCLUSIVE "VELVET-GLIDE" ACTION. Solid brass, bronze or aluminum exterior parts; rust-resistant interior parts. Fast, foolproof installation. Corbin pin-tumbler security.



*It takes two...*

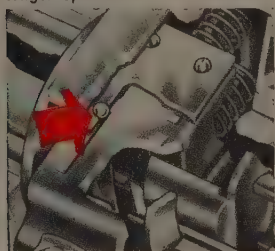
**TO BUY  
A HOUSE**



THE "STILEMANOR"  
Standard Duty Line

...and Russwin "All-Star" Quality  
sells the man

"Stilemanor" Feature . . . ball bearing latch retractor for smoother, longer operation



Mr. Builder . . . you'll have the man on your side the minute he spots Russwin Locks. You'll be able to talk *quality construction* to him. Don't sell him short. He's 50% of your "deal".

If you have installed "Stilemanor" Locks and Latches, be sure to mention the unique ball bearing latch retractor. Any man is familiar with ball bearings so he'll be interested. There are 19 other features you can talk about too. Every Russwin "All-Star" product has quality features that put them in a class by themselves. Ask your dealer. Russell & Erwin Division, The American Hardware Corporation, New Britain, Conn.

SEE RUSSWIN EXHIBIT AT BOOTH 342

NAHB Convention and Exposition Jan. 17 — 21, Hotel Sherman, Chicago, Ill.

SINCE 1839

**RUSSWIN**<sup>®</sup>  
DISTINCTIVE HARDWARE



"Stilemanor"  
Standard Duty Locks



"Homegard"  
Economy Locks



Screen-Storm  
Door Locks



Miscellaneous  
Finishing Hardware

Quiet Main Street of Burlingame, California looked like this just before town-wide "Advertised-in-LIFE" promotion began.



# When LIFE came to Burlingame..



and inspired a local builder  
to send this telegram:

MR. HENRY BERNHARDT  
MERCHANDISING MANAGER, BUILDING MATERIALS  
LIFE BUILDING  
NEW YORK, NEW YORK

THE TREMENDOUS ENTHUSIASM GENERATED BY LIFE'S PROMOTION MADE ME MORE AWARE THAN EVER OF THE IMPORTANCE OF NATIONAL ADVERTISING. THIS FORCE CAN BE PUT TO WORK FOR ALL BUILDERS AS WE MOVE OUR HOMES TO THE CONSUMER. PRIMARY BUILDING PRODUCTS SHOULD BECOME AS FAMILIAR TO PROSPECTIVE HOME BUYERS AS, FOR EXAMPLE, THE APPLIANCES FEATURED IN THIS BURLINGAME PROMOTION.

DAVE BOHANNON, D. D. BOHANNON ORGANIZATION

First in circulation  
First in advertising  
First in the homes of America



9 Rockefeller Plaza, New York 20, N. Y.

*brings it home . .*





Alive with flags, special display windows, and 15,000 excited people, this is same street with parade under way. 60 local merchants participated.

## Burlingame really came to life!



After parade, shoppers jammed stores such as Burlingame Hardware, which featured home appliances advertised in LIFE.



"More business for everyone concerned with this promotion" was comment of Levy Bros. department store mgr. H. B. Gundersen.



"It was a thrill to see how city and store traffic increased," said Kemp Appliance Co. mgr. W. S. Dawson.



"LIFE's impact added sales for 10 days after the promotion was over!" said owner Myron Mudd, Mudd's Appliance Co.

When brand names are advertised in America's biggest *big* magazine, you're pre-selling the world's largest and most receptive audience of prospective home buyers.

\* Source: *A Study of the Household Accumulative Audience of LIFE* (1952), by Alfred Politz Research, Inc.

to 11,880,000 households each week\*

## Are builders missing a bet?

**You know** from experience that you sell a house by selling its features. You also know that the kitchen contains some of the most important selling features in the house.

**There was** a time when a builder got by with a modern range in the kitchen as a selling feature. Then he began to include a refrigerator and, one by one, other appliances. Why? *Because his customers demanded them!*

**Now customers** are demanding freezers. More and more homemakers every year want this appliance that saves them time, money and work, allows them to serve better meals, at lower cost. They want to "be modern—live electrically." Last year, more than 1,000,000 freezers were installed in American homes.

**That's why** you're missing a bet unless you design your kitchens with space for a freezer—allowing, too, for the weight of this appliance and its contents, in designing the load-bearing strength of the floor.

**Don't miss out** on this important selling feature. If you need more information, write to any of the manufacturers listed below—or see their dealers in your community.

**FARM & HOME FREEZER SECTION**  
National Electrical Manufacturers Association  
135 East 44th Street, New York 17, N. Y.

ADMIRAL • BENDIX • CROSLY • DEEFPREEZE  
FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT  
INTERNATIONAL HARVESTER • KELVINATOR • NORGE • PHILCO  
QUICCFREZ • REVCO • SEEGER • WESTINGHOUSE

## SAVE COSTS by installing SEPTIC TANKS



when excavating for  
foundations

Septic (steel) Tanks 300 to 10,000 gal. capacity.

Also available to commercial standards specifications. CS-177-51.

Also save on Fireplace (steel heat circulating) Forms, Mortar Boxes, Fuel Tanks.

Ask for book of "100 Fireplace Ideas" and catalogs.

**PRICE** FIREPLACE HEATER & TANK CORP.

225 WEST AUSTIN ST., BUFFALO 7, NEW YORK

## IMMEDIATE DELIVERY!



Build More Saleable  
Area into Homes  
with  
**BESSLER**

### Disappearing Stairways

1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A real stairway—not a ladder.
3. Seven well-engineered models—for every need.
4. Safety-designed in every detail for your protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads—SAFE for everyone.
8. ALL steps are of equal height.
9. Treads and stringers are made of Sitka Spruce.
10. Full door width provides ample access for large objects.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice for all models—no "orphans."
15. Doors made of White Pine and Fir in two-panel and flush types; hardwood doors in flush type only.
16. Tailor-made for all heights—no short or long steps.
17. Hundreds of thousands in constant daily use.
18. IMMEDIATE DELIVERY!
19. Meets all building codes.

**BESSLER—best for over 40 years!**

**FREE!**  
**New Catalog!**

Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

The Bessler Disappearing Stairway Co., 1900-E East Market St., Akron 5, Ohio

## If you don't have a personal subscription— to house+home

...start your subscription right now to the magazine that shows you more ideas for good design and good business in HOUSES...

...important houses that set the pace with new and better construction

...prophetic houses that show you, not where house design comes from, but where it's going

...practical houses that are easier to build, easier to sell, easier to live in

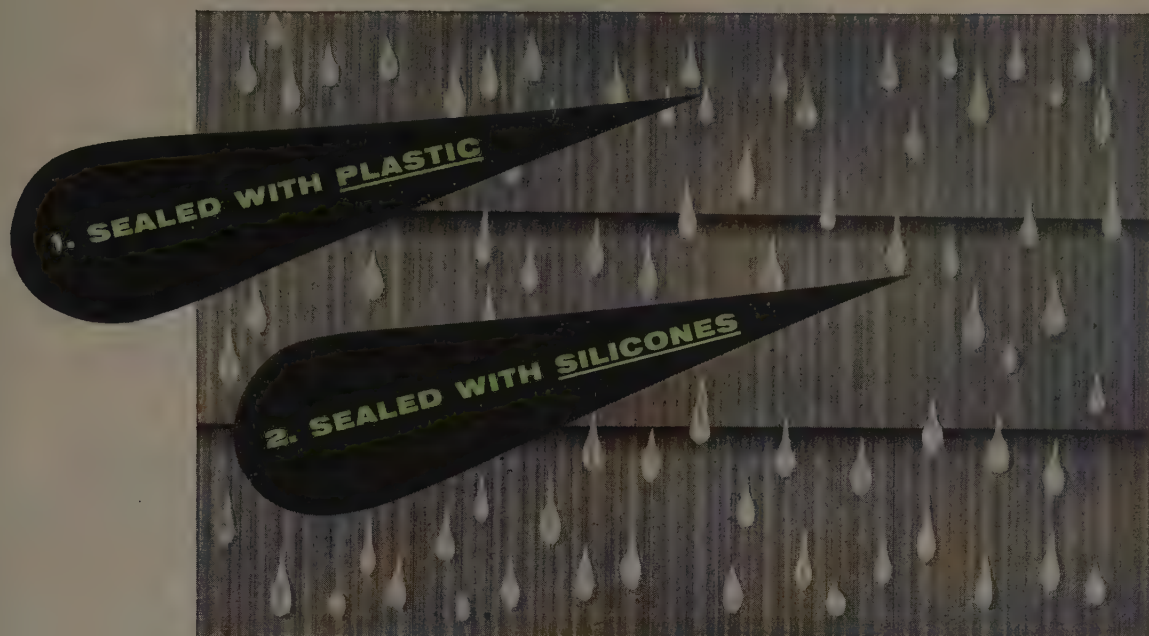
...handsome houses by the foremost builders and architects in the field

To enter your subscription, send the special form, bound in this issue. Just sign it and drop it in the mail. We'll enter your subscription immediately.

**house+home**

540 North Michigan Avenue, Chicago 11, Illinois





**NOW - Carey stone** asbestos siding

is **DOUBLE-SEALED** to seal up sales!

*New Carey double-sealing process permanently seals out water, dirt, fumes and weather . . . keeps colors fresh and new-looking for years and years!*

You can't see the double seal applied to Careystone asbestos siding. But you *can* see what it does to provide real customer satisfaction! Just ask your Carey Dealer for a demonstration!

You'll see how water rolls right off Careystone . . . can't penetrate to carry in dirt, grime and stains. Here at last is a siding that stays fresh and new-looking; is wonderfully resistant to sunlight and fading, fumes, chemicals, atmospheric deterioration.

Careystone Double-Sealed Asbestos Sid-

ing is a permanent material that will not rot, rust, corrode, burn, warp or buckle. Its Plastic-Silicone seal will not peel or wear away. And Careystone never needs protective painting or preservative treatment. Beautiful pastel shades in a variety of colors and a handsome striated texture win instant customer approval.

Be sure and ask your Carey Dealer to show you new Careystone Double-Sealed Asbestos Siding. Or, write to us for complete information. Address Department HH-6.

**Colors:** *Pastel Green*  
*Pastel Brown*  
*Pastel Coral*  
*Pastel Gray*

**Carey**

Serving Home, Farm and Industry Since 1873

**The Philip Carey Mfg. Co., Lockland, Cincinnati 15, Ohio**  
In Canada: The Philip Carey Co., Ltd., Montreal 3, P. Q.

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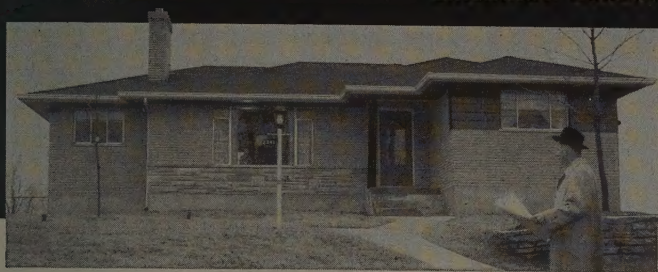
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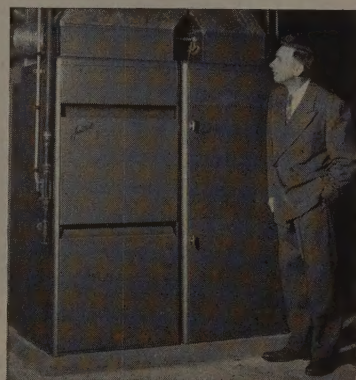
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Cincinnati Builder



"We have been building homes for many years and naturally have used almost every make and model furnace available. A comparative study has shown that it costs no more to put in the best. That's why I installed Janitrol in my own new home."

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Automatic WINTER SUMMER Conditioning

Division of Surface Combustion Corporation  
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FREE Model Home Merchandising Kit that capitalizes on heating and cooling options to help you sell. See your Janitrol Dealer, or write us direct.

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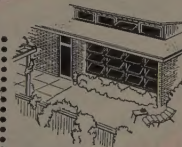
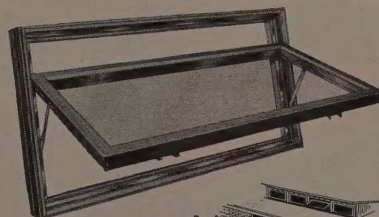
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**Permits greater depth of plaster adjacent to the bead, to protect against cracking and chipping**



Key-holes for the mortar are alternately spaced on either side of the solid part of the flange, to provide a secure plaster bond.



Note how the narrow nose permits an artistic arris. The straight, true-edge corners are reinforced by expanded metal.

## Exclusive Super-Ex Design



— combines the rigidity of a solid wing with the added plaster reinforcement of expanded metal.

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For planning help, consult the Milcor Manual in Sweet's Builders' File. Or write for catalog.

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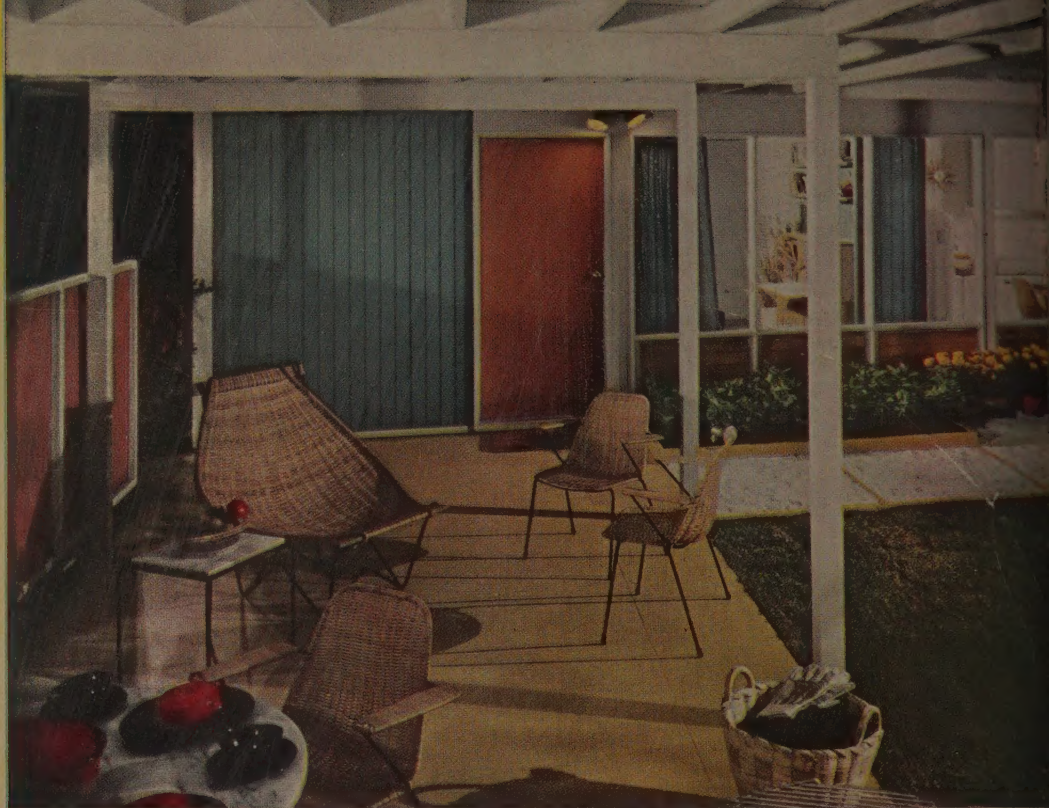
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In areas where there are no National builder-dealers, we have carefully filed thousands of inquiries from our huge magazine and network radio campaign. Those in your territory will be supplied without charge when you become a dealer—another exclusive National advantage. Get the complete story NOW. Address National Homes Corporation, Lafayette, Indiana.

## **Sells 107-Home Subdivision in Week**

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Rochester 11, N. Y.

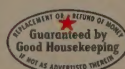
We opened our most recent subdivision this past week and by Friday the entire 107 holes had been sold. Because of the huge turnout some people walked as far as two miles to see our three model National homes. All sales were in the "Custom-Line" including many "Rangers"—average sales price \$12,500.

In view of this demand we are opening second section of this tract with 104 lots. We have revised our goal and will erect twice the number of homes originally planned. We now plan to build 500 Nationals this year.

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National Homes prefabricated panels and structural parts, as they leave the assembly plant, carry the Good Housekeeping guaranty seal and the Parents' Magazine seal of commendation.



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